

**ENHANCING AND DEVELOPING
SUSTAINABLE TOURISM THROUGH
LANDSCAPING IN NIGERIA**

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By

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ABSTRACT

The need to develop tourism and diversify as well as redirect the Nigerian economy away from crude oil as the sole foreign exchange earner is overwhelming for several reasons. Not only does tourism hold huge capacity to forge effective backward and forward linkages with the rest of the economy, it has proved to be a significant foreign exchange earner and a major source of employment and income in many developing countries. Given Nigeria's many tourist attractions, tourism has the potential to attract huge internal capital investment as well as foreign direct investments necessary to enhance tourist infrastructure provisions and services. This is particularly so in rural areas given that most tourist attractions in Nigeria are rural based, and where tourism development can become a catalyst for rural development, particularly where tourism is developed within the tenets of sustainable development. Presently, Nigeria's tourism industry is rudimentary, undeveloped, and suffers from chronic shortages of infrastructure as well as supporting and enhancing institutions. In particular, the lack of awareness and appreciation for landscaping in particular, and the environment in general, has compounded the problems of tourism development in Nigeria. This research is motivated by the desire to understand the structure, conduct, and performance of the tourism sector in Nigeria and emphasise, amongst other factors, the significant role landscaping could play in the desire for sustainable tourism in Nigeria. In conducting the research, a mixed methods research approach was employed using the sequential strategy of quantitative survey; followed by a qualitative data gathering method using interviews. These were conducted among tourism stakeholders within two geo-political zones in Nigeria, namely, the North-central and the South-west. This approach was informed by the pragmatic philosophy adopted by the researcher, which allows the triangulation of methods in order to come up with a more comprehensive and complementary results on the focus of this research. Data obtained were critically analysed using the Statistical Packages for Social Sciences (SPSSx) and Nvivo8 software. The research identified setbacks which have prevented sustainable tourism development in Nigeria. Also is the need for the beautification of the attractions through landscaping as well as the provision of tourism infrastructures. The implication of the findings is that if landscaping is not made the centre of tourism policy, tourism is likely to fall short of expectation. A conceptual framework for the way forward was suggested based on the outcome of the analyses and two regression models developed and presented on the roles landscaping could play in sustainable tourism and in Nigeria economic diversification. If implemented, the suggestions should provide a solid basis for redressing the current pitfalls in Nigeria's tourism landscape.

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DEDICATION

To the **Almighty God**- the one who knows the end from the beginning.

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LIST OF DEFINITIONS

Tourism - comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited.

Sustainable tourism - is tourism which meets the need of the present tourists and the host regions while protecting and enhancing opportunities for the future.

Landscape - is scenery of natural and man-made features within the built and natural environment defined by man's interaction and activities within his surroundings.

Landscaping - is the art of modifying and creating beautiful environment using various elements such as living elements and man-made elements.

Sustainable landscape - is landscape which contributes to human wellbeing and at the same time is in harmony with the natural environment, constantly maintaining and improving on what currently exists thereby bequeathing future generations with a better environment in which to live and function.

Infrastructure - is the basic physical structures needed for the operation of a society or the services and facilities necessary for an economy to function.

Tourism infrastructure - is the physical element that is created or made to cater for tourists.

Chapter One

Introduction



1. CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter presents a brief introduction of the research. It explains and describes amongst others, the research background, the problem statement, the rationale of the research and the set aims and objectives. In addition, the chapter outlines the research questions, states the research hypotheses and the expected contribution to knowledge. Finally, the chapter explains the structure and layout of the thesis.

1.2 Research Background

The physical environments of most sub-Saharan African countries leave so much to be desired because of pervasive and extensive deterioration in infrastructures. The dearth of infrastructures and the general unattractiveness of the sub-Saharan African physical environment can be seen in both urban and rural settings. Highly visible is the apparent lack of urban or rural landscaping that could transform the aesthetics of the physical environment and enhance the relationship between humans and the physical environment in this region. As noted by Haaren (2002) landscape planning is an important instrument to regulate the relationship between man and the physical environment, which is particularly the case with recreation activities.

However, the need for countries such as Nigeria to toe different tourism development paths is overwhelming because of the well known impact of tourism on the biophysical environment, especially where tourism is associated with huge ecological footprints (Wahab and Pigram, 1997; Batta, 2000; Mason, 2003). It comes as no surprise therefore that huge emphasis is currently being placed on sustainable tourism development much in line with the general ethos of sustainable development. The general ethos is that current global resource consumption must not be at the expense of future generations (Butler, 2006). Sustainable tourism as defined by Weaver (2006) is the application of sustainable development ideas to the tourism sector, that is, tourism that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. Also, WTO (1993) and Butler (1999) define sustainable tourism as tourism which meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future. The focus of this research is how to evolve and develop sustainable tourism through landscaping in Nigeria, and in the process, afford Nigeria the opportunity to diversify its economy away from the current heavy reliance on crude oil as the major source of economy.

1.3 Problem Statement

Nigeria, situated in the West coast of Africa, with a population of about 155 million people with a land mass of 930,000 sq km (World Bank, 2009), is a country of huge natural endowments sufficient enough to underpin effective socioeconomic development. However, the country has not been able to harness these natural resources for sustainable socioeconomic development, and still remains one of the poorest countries in the world (Abubakar, 2011, Ekpe, 2011).

In spite of the abundant natural resources at its disposal, Nigerian macro economy remains largely reliant on crude oil exports as a major source of foreign exchange earnings, and upon which the huge proportion of economic activities in the country depend. This has obvious implications for economic stability, as the fortunes of the economy fluctuate with movements in oil prices. This has resulted in major disruptions to economic activities, particularly employment and income generating opportunities. This has led to calls for diversification away from crude oil, which has significant benefits (Ramcharan, 2005; Aigbedion and Iyayi, 2007; Odularu, 2008; Onayemi and Akintoye, 2009; Luqman and Lawal, 2011). One such sector that has frequently been overlooked is the tourism sector, which has hardly been developed and contains huge employment and income generating potentials for both the government and the individuals and also the need for aesthetics and beautification of tourist attractions using landscape elements (Ramcharan, 2005, Bankole and Odularu, 2006; Olorunfemi and Raheem, 2008; Okech, 2010). Nigeria lacks sustainable tourism despite the huge natural and aesthetically pleasing tourist attractions scattered across the country.

These attractions, many of which are found in rural areas remain grossly undeveloped and are characterised by inadequate infrastructure and especially those supporting tourism. Even in urban areas, tourism supporting infrastructures are very few, and even then, the absence of landscaping is very pronounced to produce significantly less attractive tourism environment. Unfortunately, efforts at developing tourism and tourism supporting infrastructure in Nigeria are biased in favour of urban areas (Briedenhann and Wickens, 2004; Aniah et al, 2009; Orga, 2010; Dantata, 2011). These problems serve as an illustration of the wasted opportunities to evolve a sustainable tourism sector capable of making huge contributions to the economy.

The established link between the environment and tourism is an emphasis of the relevance and importance of environmental quality to sustainable tourism, and is best achieved through the provision of tourism infrastructure underpinned by general landscaping of the physical environment (Mbaiwa, 2003; Christopher, 2011). However, tourism, if not conducted

sustainably can have negative impacts hence the emphasis on sustainable tourism, which seeks to minimise the ecological footprints of tourism and be sensitive to the needs and concerns of the local community (Ozgen, 2003).

Thus, the research question is whether Nigeria can develop tourism in a sustainable manner to facilitate economic diversification and contribute to local and national economic development. Tourism infrastructure is a necessary prerequisite to effective tourism development if tourist destinations are to attract local and international tourists, and landscaping is an important part of the essential infrastructure requirements for the development of the Nigerian tourism sector.

1.4 Rationale of Research

This research is motivated by the desire to understand the underdevelopment of tourism in Nigeria despite the huge potential on the one hand, and on the other, the facilitating role of tourism in the economic diversification efforts of other countries. In the experience of other countries, sustainable tourism has been an agent of development and healthy living, and the process becomes an important source of government revenue and employment and income generation for the population. However, this is unlikely to materialise unless the necessary tourism supporting infrastructures and services are provided, and of which an important part is landscaping. There is therefore the need for developing countries such as Nigeria to channel resources into urban and rural landscaping to facilitate local and international interests in tourism in Nigeria. It is the postulations of this study that unless the necessary environment is created to facilitate tourism development, sustainable tourism will remain a mirage and the opportunity to diversify the Nigerian economy away from oil will be lost.

1.5 Research Outline

1.5.1 Research Aim

The major aim of this research is to investigate the use of landscaping elements as means of developing and enhancing tourism in Nigerian with a view to transforming it into sustainable tourism. Within this aim is the need to identify the potential role of landscaping in sustainable tourism development and the possibility of achieving economic diversification through tourism in Nigeria.

1.5.2 Research Objectives

The above aims will be achieved through the following objectives:

- ✚ To investigate the potential role of landscaping in sustainable tourism development
- ✚ To investigate the possibility of achieving economic diversification through sustainable tourism development in Nigeria
- ✚ To investigate the current state of tourism and tourism infrastructure in Nigeria
- ✚ To investigate whether landscaping can be used to promote local and international interest in tourism in Nigeria
- ✚ To determine the factors likely to lead to effective and sustainable tourism development in Nigeria
- ✚ To develop and recommend a conceptual framework by which Nigeria can develop sustainable tourism through landscaping

1.5.3 Scope of Research

The scope of this research work will be limited to the use of landscape elements in promoting sustainable tourism in Nigeria using selected tourist attractions as samples. This is done in order to obtain results for the beautification and transformation of tourists' attractions in Nigeria.

1.6 Research Questions

This research focuses on the need to develop Nigerian tourism into sustainable tourism through landscaping, and seeks to answer the following questions:

- ✚ Is landscaping an effective element that can be used in sustainable tourism development?
- ✚ How can sustainable tourism be achieved through landscaping in Nigeria?
- ✚ Can Nigeria diversify its economy through sustainable tourism?

1.7 Research Hypotheses

In carrying out the investigations, three null and alternate hypotheses were proposed in order to test whether an existing theory can be used to solve a problem. Hypotheses serve the function of the development of theories and the statement of parts of existing theories in testable form in a scientific enquiry (Olotuah, 2000). In addition, they are tentative explanations of the relationships between pairs of variables.

Therefore the hypotheses proposed are

- ✚ H_{A1}: Landscaping has significant influence on Sustainable tourism
- ✚ H_{O1}: Landscaping does not have any significant influence on Sustainable tourism
- ✚ H_{A2}: Sustainable tourism has significant influence on the Nigerian economy
- ✚ H_{O2}: Sustainable tourism does not have significant influence on the Nigerian economy
- ✚ H_{A3}: Implementing better landscaping will influence tourists' visits
- ✚ H_{O3}: Implementing better landscaping will not influence tourists' visits

1.8 Methodology

In conducting this research, the researcher adopted the pragmatic epistemology, a combination of positivism and interpretive to adequately confirm the research questions. Furthermore, the research employed the mixed method approach, using the sequential strategy of literature review, initial quantitative data collection through the use of questionnaires, followed by qualitative data using the structured and semi-structured interview, these were done in order to cross check and corroborate findings from different sources.

Data was analysed in three phases, the univariate, bivariate and multivariate analyses in order to achieve the research aim and to test the research hypothesis and come up with a regression model on the role of landscaping in sustainable tourism in Nigeria. The research methodology is fully explained in chapter four.

1.9 Expected Contributions to Knowledge

The anticipated outcomes from this investigation are:

- ✚ To make a significant contribution to existing knowledge in sustainable tourism development.
- ✚ Develop a conceptual framework for developing sustainable tourism through landscaping in Nigeria
- ✚ Increase the awareness in Nigeria of the importance of landscaping to physical development generally and tourism in particular
- ✚ Identify possible areas for future research

1.10 Originality and Timeliness of Research

Until now there have been calls for the diversification of the Nigerian economy through tourism (Odife, 2004; Olorunfemi and Raheem, 2008; Essien, 2008; Ameh, 2009; Lyakurwa, 2009). Various researches have been carried out on tourism separately in Nigeria (Awaritife, 2004; Bankole and Odularu, 2006; Bumah et al, 2009; Honey and Gilpin, 2009; Adora, 2010; Dantata, 2011) and in landscaping (Olujimi, 1993; Fadamiro and Anifowoshe, 2006; Oduwaye, 2009; Owei et al, 2010; Oloyede et al, 2010). However, no researcher has put together landscaping and tourism for the purpose of economic diversification. As such, the research has therefore been able to identify that landscape elements can be used to beautify tourist attractions in Nigeria to improve interests in tourism activities, thereby adding to the quality of life as well as becoming a revenue earner for Nigeria.

Crude oil has been Nigeria's main source of revenue and the nation ranks among the top ten countries in its production and exportation globally (Olorunfemi and Raheem, 2008; Aniah et al, 2009; Workshop, 2003; Ayeni et al, 2004) producing over 2.2 barrels of oil daily (Workshop, 2003), and as such depends so much on the revenue from its export.

There are some developing countries that are dependant on tourism and are doing well economically. Some examples are countries such as Kenya, Mauritius, South Africa, Zambia, whose main economic driver is tourism (Vale and Yobesia, 2009; Cattaneo, 2009; Brenton et al, 2007). The over reliance on crude oil therefore calls for the diversification into other sectors in order to improve revenue status (Aniah et al, 2009).

Calls for diversifying the Nigerian economy through tourism is necessary especially due to the fluctuation in oil prices globally and the global economic crises capable of creating weakness in Nigeria's economy and short falls in revenue projections (NBF News, 2010). This is because a drop in oil prices globally leads to decreased revenue. In addition, Rao (2010) argues that oil is an exhaustible resource and an irreplenishable product that dries up as it is being tapped with time. Also supporting the need for diversification, Breton et al (2007) argued that diversification makes countries less vulnerable to adverse terms of trade shocks by stabilising export revenue. As such it is important to look beyond oil and focus on other avenues such as tourism as a means through which the Nigerian economy can be diversified.

Diversifying the economy from over dependence on crude oil is imperative and tourism should be seen as one diversification strategy and as such this research is timely. Apart from the

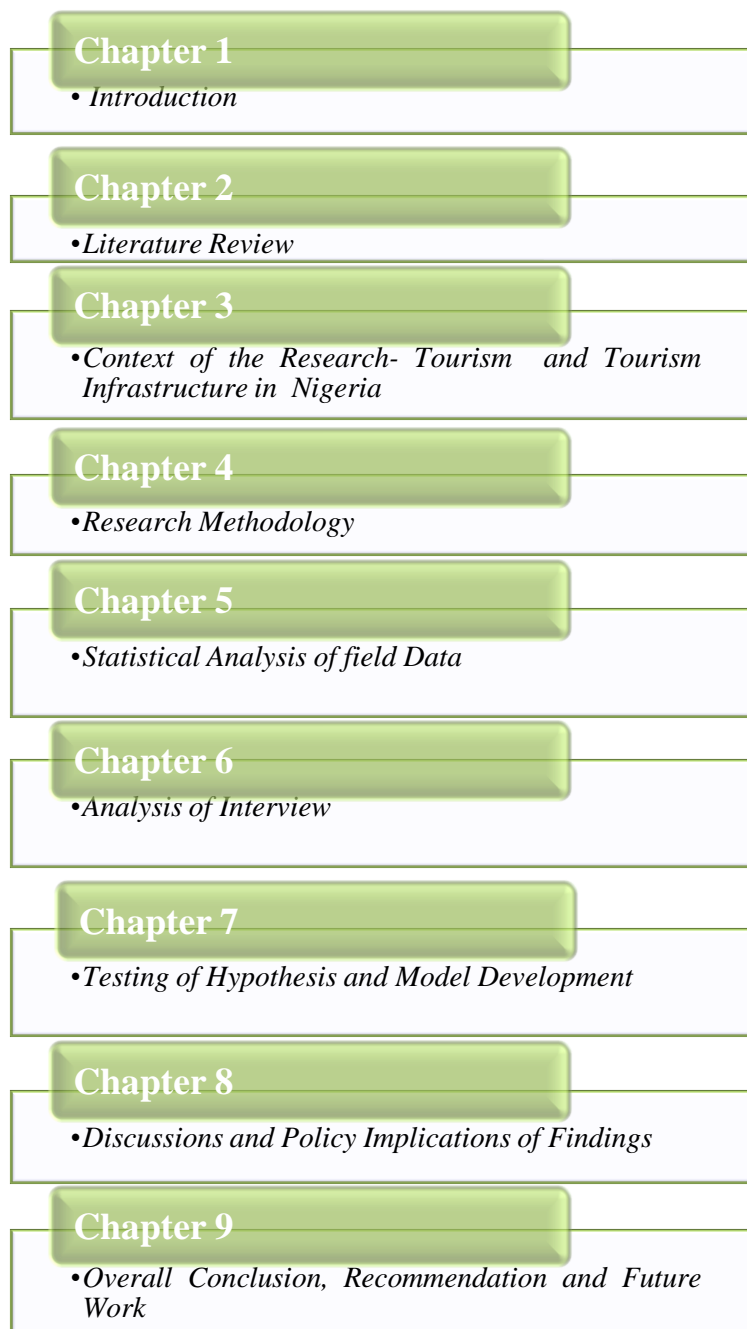
reasons earlier given, the available tourist attractions if beautified using landscape elements would create jobs and solve a large percentage of unemployment in Nigeria. In addition, tourism would encourage Nigerians engage in relaxation and leisure; a tradition that is not common among Nigerians.

1.11 Layout of the Thesis

The report is structured into nine chapters and summarised in Figure 1.1. **Chapter 1** gives a brief introduction, stating the aims and objectives; the problem statement, and rationale for the study. This is followed by **Chapter 2** which is the literature review of previous studies in landscaping and sustainable tourism development. Also discussed are landscapes in the past and the use of landscape elements in Chatsworth, a selected tourist attraction in the United Kingdom. **Chapter 3** provides the context to the research with a critical analysis of the Nigerian tourism industry, tourism infrastructure in Nigeria and selected tourist attractions.

Chapter 4 is the research methodology, the approach and methods of data collection and analyses used in the research. **Chapter 5** is based on the statistical data analysis from the field survey and interpretation while **Chapter 6** is the analysis of the interview. **Chapter 7** is on hypothesis testing and the development of models for sustainable tourism through landscaping and the economic diversification of tourism. **Chapter 8** is the discussion and policy implication of findings and the last chapter, **Chapter 9** presents the overall conclusion and how the research aims and objectives were met, the recommendation and future work.

Figure 1.1: Layout of the Thesis



Chapter Two

Literature Review



2. CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

A literature review, as defined by Fink (2009), is ‘a systematic, explicit and reproducible method for identifying, evaluating and synthesizing the existing body of completed and recorded work produced by researchers, scholars and practitioners’. Thus, this chapter critically reviews relevant previous work in the area of landscaping, tourism development, and sustainable tourism. This is necessary in order to appreciate previous work and avoid duplicating the efforts of previous researchers, know the current status of scientific knowledge, have background information and establish the missing link in research.

2.2 Overview of Tourism

2.2.1 Concept and Definition of Tourism

The concept of tourism is difficult to define because it is fragmented, wide ranging and multidimensional (Reisinger, 2001). The definitions of tourism and who is a tourist are numerous but three variables combine to denote tourism and these include the notions of travel, duration and movement from one’s usual environment, and the purpose of travel (World Bank Publication, 2004). However, not all travel is tourism. Burkart and Medlik (1982) identified five main characteristic features of tourism, and these include:

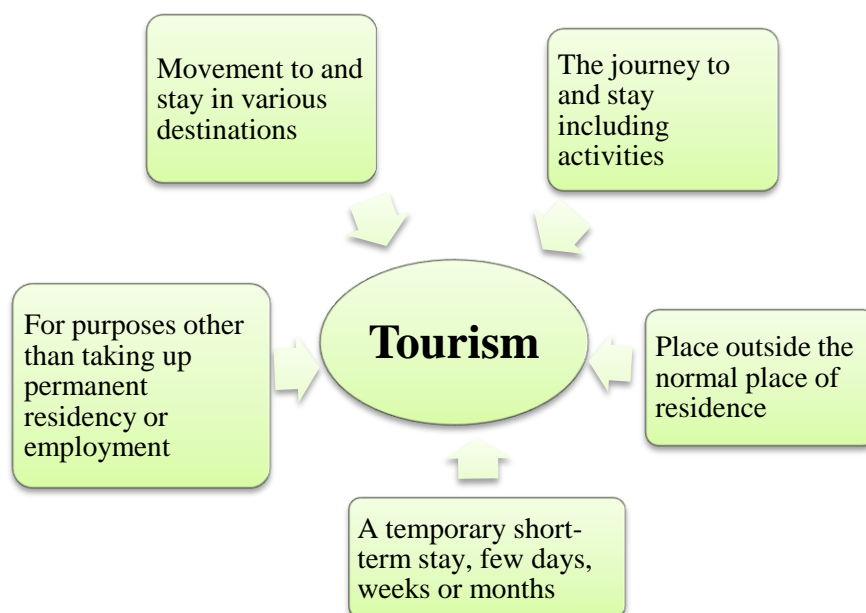
- ✚ That tourism arises from movement of people to, and their stay in various destinations
- ✚ It involves two elements; the journey to tourist destination and the stay including the activities
- ✚ It takes place outside the normal place of residence
- ✚ The journey is of a temporary nature, short-term stay, a few days, weeks or months.
- ✚ The visit is for purposes other than taking up permanent residency, employment within the destination

Accordingly, the World Tourism Organization (WTO) argues that tourism embodies personal travel activities and staying in places outside one’s usual environment for a period of not more than one consecutive year for leisure, business or other purposes that are not remunerated (WTO, 2001). This view is also supported by Jafari (2003) that tourism is an activity focused mainly on travel pursuits of leisure and pleasure (Law, 1993). For this reason, Pigram and

Jenkins (2006) have argued that tourism is an important human activity of physical, social, cultural and economic significance, which is especially the case when carried out at leisure time (Law, 1993).

As Figure 2.1 shows, the characteristic definition of tourism is clearly depicted. While the above characteristics may hold, it is also true that not all forms of tourism involve an overnight stay. Indeed, Johri (2005) has argued that tourism can be with regard to particular activities selected by choice and undertaken outside the home environment and which may or may not involve overnight stay (Johri, 2005).

Figure 2.1: Tourism Characteristics



Source: Adapted from Burkart and Medlik (1982); WTO, 2001; World Bank Publication, (2004); Johri (2005).

Another dimension to the understanding of tourism is that adopted by Goeldner and Ritchie (2009) and Reisinger (2001), which states that to fully define tourism, it must consider all the stakeholders involved in tourism development, and these, they argue, include the tourist, goods and service providers, the government, and the host communities. This is significant in that it allows a holistic definition of tourism and reveals that tourism is a bundle or an amalgam of

goods and services which cannot and should not be separated. Indeed, Goeldner and Ritchie (2009) went further to define tourism as “the process, activities and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host government, host communities and surrounding environments, which form the attraction of tourists. Thus, tourism encompasses activities, services and industries that deliver a travel and leisure experience.

It can be seen that Goeldner and Ritchie (2009) depart from the previous definition of tourism but despite the varying views and definitions of tourism, a common thread can be found to be running through, which is that it involves movement from one’s environment to seek pleasure and leisure in a different environment.

2.2.2 Categories of Tourism

The main categories of tourism as identified (Goeldner and Ritchie, 2009; Hall and Page (2006) are:

- ✚ International tourism comprising inbound tourism visits to a country by non residents and the outbound tourism; visits by residents of a country to another country.
- ✚ Internal tourism is visits by citizens and non-citizens of a given country to tourist destinations locally
- ✚ Domestic tourism is where a non-resident citizen of a given country makes a home visit

Furthermore, Tourism can be classified according to the type of destination visited. The important distinction according to Boniface and Cooper (2009) is between international and domestic tourism and asserted that domestic tourism embraces those travelling within their own country; international tourism comprises those travelling to a country other than that in which they normally live. These comprise inbound (non-residents) travelling in a given country and outbound (residents of a particular country travelling abroad to other country). Such tourism involves negotiating barriers such as currency exchange, language, passport, visa, health documents usually associated with international travel. All these combine to form three categories of tourism which are the Internal tourism (domestic and inbound) non residents travelling in the country, International tourism (Inbound and Outbound) and National Tourism (domestic and outbound tourism).

2.2.3 Tourism Services

Tourism is concerned with the provision of goods and services. Although, the concept of tourism service is multidimensional and difficult to define and evaluate, Reisinger (2001) defined tourism service as an amalgam of deliverables offered to tourists by different sectors of the tourism industry in order to satisfy tourist needs while they are away from home. These as noted by Burkart and Medlik (1982) and Reisinger (2001) include:

- ✚ Accessibility: i.e. a function of distance from population which enables a destination to be reached
- ✚ Amenities: accommodation, catering, entertainment, internal transport which enable the tourist to move during his stay, and communication.
- ✚ Attractions: this may be site or event (scenic, historical, natural wonders, exhibition, sporting or congress).
- ✚ Organisation: providing a framework in which tourism can operate to develop the product.
- ✚ Activities: outdoor and indoor recreation activities. All these tourist activities could be classified as either direct.
- ✚ People as noted by Reisinger (2001) are also important; this is because tourism products have a human component and this perception is particularly important, because tourists come into contact directly or indirectly with people and tourists determine their overall perceptions of the tourism product, quality and tourist satisfaction by these encounters.

Indeed, Wilson et al (2001) acknowledged that successful tourism and its development in any community is underpinned by components of man-made and natural attractions, promotion, tourism infrastructure, services and hospitality, that is, how tourists are treated by host communities and employees in tourism business.

Thus, a Tourism service is indeed very important and serves as a link between a tourist and their destination and involves persons and their behaviour, which determines the tourist's experience and the likelihood of returning.

2.3 Factors which Influence Tourism

2.3.1 Tourism Motivation

People embark on Tourism for various reasons and different people have different motives for tourism. Lubbe (2005) identified two equally important factors that influence tourism

motivation. These are the push and pull factors. The push factors which are also referred to as intangible factors are the tourists' motivation to travel. The need they feel will be fulfilled through a certain kind of travel, that is, the need for recreation. The pull or tangible factors are those that pull tourists towards a particular destination. This basically refers to the appeal of tourists' destinations, determining in part whether tourists' needs can be fulfilled. Furthermore, these pull factors are divided into three:

- ✚ Primary pull factors, which include the scenery of the destination, cities, climate, wildlife, historical, local cultural attraction and the means of travel.
- ✚ Secondary pull factors, which include accommodation, catering, personal attention and services, entertainment, sport, ease of access, political condition and trend in tourism.
- ✚ Tertiary pull factors which includes marketing and price.

Boniface and Cooper (2009) also consider tourism to be influenced by a variety of push and pull factors. The Pressures of life and unfavourable climate provide the push to engage in tourism. Indeed, Page (2003) cited several reasons why people travel to tourist destination and these include:

- ✚ A desire to escape from a mundane environment.
- ✚ The pursuit of relaxation and recuperation functions.
- ✚ An opportunity to play and explore
- ✚ The strengthening of family bonds.
- ✚ Prestige, gaining social status among peers.
- ✚ Social interaction.
- ✚ Educational opportunities.
- ✚ Wish fulfilment.
- ✚ Shopping

Thus, going by Lubbe (2005) and Page (2003) tourists are motivated by both push or pull factors. In taking a holiday, there are many reasons and expectations, some of which linger in the tourist's memory to impact on their physical and spiritual well-being, especially where the experience of the tourist is a positive one.

2.3.2 Factors likely to affect Tourist Flow

Tourism is probably the most vulnerable sector of an economy and easily affected by socio-economic, environmental, and political factors (Prosser, 2000). These factors can be military coups or outbreak of diseases or exogenous factors such as terrorism, and any of these factors or a combination of them can derail tourism.

2.4 Element and Types of Tourism

Law (1993) posits that tourism is about how and why people travel to consume; be it historic buildings, landscapes, art and museum collections, sports or entertainment and also about what makes people travel and what determines how far and in what direction to travel. Law (1993) classifies elements of tourism as either primary, secondary or additional. Newsome, Moore and Dowling (2001) further categorise tourism into two major types, which are mass tourism and alternative or special interest tourism.

Thus, tourism comes in different forms as there are several activities involved and these include.

- ✚ Business tourism: involves conferences and symposia, meetings, congresses, exhibition and trade fair, education travel, training and learning.
- ✚ Leisure tourism: includes health tourism, hunting or fishing, sports, shopping, social tourism organised for the less privileged, reality tourism i.e. visiting places of unfortunate circumstances e.g. war, fire etc.
- ✚ Cultural tourism: visiting historical cities, experiencing cultural heritage.
- ✚ Adventure tourism: activities that involve challenges and are full of surprises e.g. climbing, mountaineering, skiing etc.
- ✚ Alternative tourism: this Includes ecotourism, green tourism, nature tourism re-purposeful travel to natural areas to understand the cultural and natural history of the environment.

2.5 The Significance of Tourism

The significance of tourism lies in its characteristics and labour intensive nature which has made it an important tool for sustainable economic and community development in many countries (Hall, 2003; Lindberg, 1997). In other words, it is versatile and affords economic diversification possibilities to so many countries, especially in the developing countries. Thus, it is vitally important to consider the backward and forward linkages associated with tourism and study how

countries like Nigeria desperately seeking economic diversification away from oil and achieve sustainable development to capitalise on the advantages offered by tourism. Nevertheless, the impact of tourism must be fully appraised

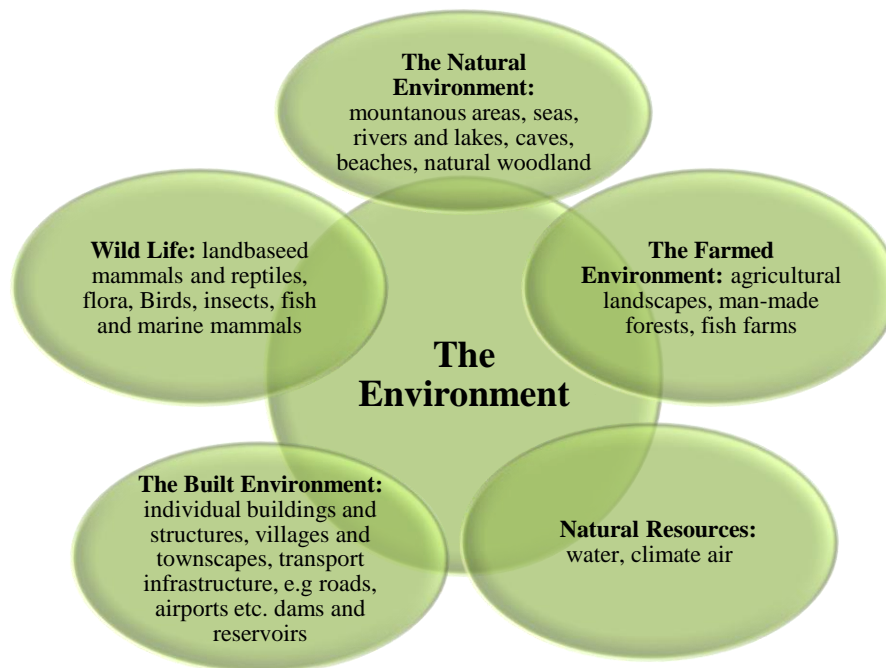
2.6 Tourism Impacts

The impact of tourism is a major issue that needs to be considered if sustainable tourism is to be achieved, and these include the environmental, economic, and social-cultural impacts of tourism (Batta, 2000; Sharma, 2004). These impacts can be positive and negative for the host community and the environment, and according to Allwinkle and Speed (1997), not only does tourism affect the physical landscape but also the infrastructure as well as superstructure therein.

The Environment is a common resource to all and it plays a very important role in tourism as environmental quality determines the level of patronage of a tourist destination. As noted by Mason (2003), the environment is a tourist attraction itself being a key factor of tourism, though complex, both tourism and environment are intertwined. Tourism benefits from a good quality environment requiring the environment to be protected and maintained.

It must be appreciated that with regard to the interrelationship between tourism and the environment five aspects of the biophysical environment can be distinguished (Mason, 2003). These include the natural environment, wildlife environment, the farmed environment, the built environment, and natural resource environment, and as Figure 2.2 shows, they are inter-linked. Furthermore, all the sub-set environments have huge capacities for tourism development but tourism is also known to invite positive and negative impacts on the physical environment and the host communities. However, the impact of tourism in a particular area is dependent on the level of development, type of tourist, type of tourism, degree to which goods and services are produced locally, the physical resilience of the destination and the seasonal distribution of visitors (Allwinkle and Speed, 1997; Tosun, 2000).

Figure 2.2: The Environment



Source: (Adapted from Mason 2003).

2.7 Sustainable Tourism

In order to appreciate the concept of sustainable tourism, it is crucially important to first explore the concept of sustainable development. In view of the definition, sustainable development as stated by Hall (2008) incorporates all aspects of human interactions with the earth's environment and the concept explores the importance of meeting the needs of the present generation without compromising the ability of future generations to fulfil their own needs (McCool and Moisey, 2001). However, Prosser (2000) argues that people must be central to the concept of sustainable development. Nevertheless, there are three dimensions of sustainable development and these consist of (1) the economic dimension, which encourages investment, and sustains businesses and jobs overtime. (2) Socio-cultural dimension is about how to sustain and enhance the quality of life of the family and communities (Swarbrooke, 1999). Finally, (3) environmental dimension considers the consumption of natural resources in manners that enhance the integrity and carrying capacity of the natural environment.




The idea of sustainable tourism is new, as posited by Walsh, Jamrozy and Burr (2001), it grew out of the awareness that tourism involves huge ecological footprints because of the carbon

emissions associated with travel and the huge amount of natural resources consumed in the process of tourism. Sustainable tourism therefore emphasises the need to develop tourism in such a way that the ecological footprints are minimal to facilitate equitable access to tourism infrastructure and services. However, WTO (2001) argues that sustainable tourism can only take place if the carrying capacities of key tourism sites is acknowledged and not compromised. For this reason, the concept of sustainability allows the negative impacts of tourism to be addressed (Zhenhna, 2003; Weaver, 2006; Coastal and Noble, 1999). However, addressing these adverse impacts must recognise and address the attendant unequal development. This can be done by involving local communities in tourism development (Mitchell 2001; Theobald, 2005).

It is important to encourage sustainable tourism through the involvement and education of the host destination. Mitchell's (2001) assertion is that local communities that are integrated into local tourism plan, from the early planning and development stages to day-to-day administration are better able to benefit from sustainable tourism and this helps in reducing negative impacts. In the view of McCool and Moisey (2001), sustainability of tourism can be approached from different perspectives; firstly, sustaining tourism by having the capacity to maintain tourism industry business over a long timeframe. This means seeing that all promotional programmes are continually maintained to ensure a continual rise in tourist visits. Secondly, sustainable tourism should be more sensitive and responsive to socio cultural dimensions and thirdly, environmental sensibilities of the host communities. This ensures that local people are involved in policy decisions and hence take ownership of tourism development. This being the case, tourism becomes an important tool for sustainable development.

2.7.1 Principles of Sustainable Tourism

Given that sustainable tourism can be an effective tool of economic development, Jamieson (2006) has put forward some guiding principles for sustainable tourism development and these include:

-  Initiating tourism development with the help of a broad based community input, and the community should maintain control of tourism development.
-  Tourism should provide quality employment to its community residents and linkage between local business and tourism should be established.
-  A code of practice should be established for tourism at all levels i.e. national, regional and local, based on internationally acceptable standards, establishing guidelines for

tourism operations' impact assessment, monitoring of cumulative impacts and limits to acceptable change should also be established.

- ✚ Education and training programmes to improve and manage heritage and natural resources should be established.

For the sustainability of tourism, these principles have to be practised; failure to do so may lead to loss of environmental integrity and aesthetics that could lead to drastic reduction in the demand for tourism.

2.7.2 Planning and Management of Sustainable Tourism

While the purpose of sustainable tourism is to minimize the ecological footprints of tourism and optimise tourism's contribution to the local economy of a tourist destination (Telfer and Sharpley, 2008), tourism development nevertheless has to be effectively managed and implemented. As posited by Eccles and Costa (1996), problems arise when tourism development is rushed with little consideration for the environment. Furthermore, successful tourism planning requires both the involvement and participation of the local community, which is necessary to maintain continuous characteristics and elements of tourist destinations. Jamal and Getz (1995) pointed out that continuous tourism planning and an effective organisational management structure are very important and should be integrated with all other planning for social and economic development. In the same vein, Leitao and Ahern (2002) also support the view that sustainable approaches are needed for planning and managing landscapes.

Apart from planning for the present and future, there is also the need to check all related past problems which lead to un-sustainability and proffer solutions before moving to the sustainable tourism planning stage. Also, Hardy et al (2002) argue that if changes are to be made in pursuit of sustainability, then, changes must be made by looking backwards and fixing long standing problems rather than embarking on further tourism development.

Planning is a process which aims to anticipate, regulate and monitor change to become an important component of wider sustainable tourism and thereby enhance tourists' experience (Page and Connell, 2006). Also defining planning is Raina and Agarwal (2004) who argue that 'it is the job of making things happen that would not otherwise happen'. In this regard, tourism planning may be defined as the creation and addition to facilities and services to meet the needs of tourists. The main reason for tourism destination planning is the fact that destination areas tend to rise and fall in popularity and tend to lose their appeal hence Gunn and Var (2002)

identify four goals of tourism planning. Namely, (1) to enhance visitor satisfaction, (2) better business, (3) sustainable resource use and (4) community integration. Also, Noble and Costa (1999) said that planning for sustainable tourism should reflect goals beyond, as well as a perspective greater than, the immediate locality within which tourism occurs, and this encompasses national, regional, and local level of actions. Thus, planning tourism will add to people's quality of life, help protect the environment, improve the economy and develop the local community.

As already indicated, the goal of sustainable tourism can be achieved through education and training of people involved with tourism and by the actions of government and organisations in sponsoring initiatives that address the relationship between tourism and the environment. Involving all stakeholders with diverse interests is also very important in the planning of sustainable tourism, and Sautter and Leisen (1999) identified these stakeholders to include local businesses and employees, government agencies, competitors, national business chains, tourists, activity groups and residents.

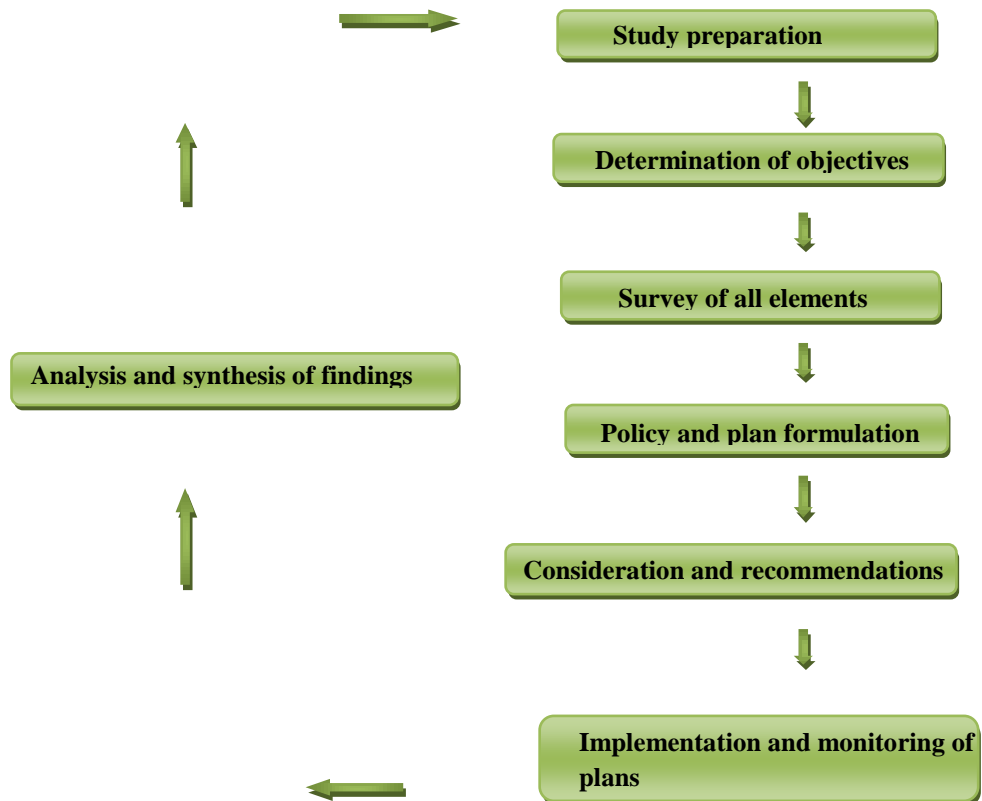
However, it is important that in planning for sustainable tourism, the scope should not be limited to the present need but also include consideration of future needs. Tourism locality and all stakeholders should also be involved in the process of tourism development. This is important so that the tourist experiences a positive experience with the possibility of return visits. Thus, a planning process is required to achieve sustainable tourism, and the process that allows this to happen has been articulated by Page and Connell (2006) and Raina (2005):

- ✚ Study preparation: regional or local planning authority agree to proceed with tourism development.
- ✚ Determination of objectives: the main purpose and strategy to reduce impacts are identified
- ✚ Survey of all elements: inventory of all existing facilities and resources are taken.
- ✚ Analysis and synthesis of findings: the data and information collected in terms of asset valuation, market analysis, and development planning and impact analysis are analysed.
- ✚ Policy and plan formulation: Various data collected are used to establish a development scenario.
- ✚ Consideration of recommendations: a full tourism plan is prepared and forwarded to the planning committee, made available to the public for consultation before approval.

- ✚ The implementation and monitoring of tourism: the plans are put into action and periodically reviewed.
- ✚ The periodic review: reporting back on the progress.

These are further summarised in Figure 2.3

Figure 2.3: Planning Process for Sustainable Tourism



Source: (Adapted from Page and Connell, 2006)

Figure 2.3 shows that sustainable tourism depends on forward-looking policies and an effective management process but it will require a harmonious relationship among the community, government and private sector to effectively protect the natural, built and cultural environment.

2.7.3 Factors Underpinning Sustainable Tourism Development

Ten factors which are very important to successful tourism development as outlined by Wilson et al (2007) include:

- ✚ Having a complete tourism package by getting tourist to visit, stay and spend.
- ✚ Good leadership which supports efforts towards tourism development in the community
- ✚ Local government participation and support through funding, maintenance, and education
- ✚ Availability of funds from government and private sectors towards tourism development
- ✚ Strategic planning for development and support of local tourism businesses
- ✚ Coordination and cooperation between local government and business persons.
- ✚ Information and technical assistance for tourism development and promotion, that is, facilitating information and knowledge exchange between all stakeholders in the tourism industry
- ✚ Coordination and cooperation between tourism entrepreneurs
- ✚ Good convention and visitors bureaus to market local tourism, recruit persons and businesses and to coordinate tourism events
- ✚ Widespread community support for tourism

It shows clearly from the factors discussed above that cooperation and collaboration in any tourist environment is important for the success of tourism (Gursoy and Rutherford, 2004).

2.8 Tourism Growth and Development

2.8.1 Global Tourism Trends

Tourism worldwide has shown significant growth over the last 30 years, and this may be explained by the rapid and sustained growth in the global economy in the 1980s that only began weakening in 2007. What accompanied this period was a continuous increase in global disposable income and leisure time, which coincided with ease of travel and declining cost of travel to boost tourism. The tourism industry responded with effective tourism promotions and governments' of tourist destinations invested in tourism enhancing infrastructures and services, as tourism afforded the opportunity for economic diversification and development (Basu, 2003). However, not every country with tourism potentials seized the opportunity offered by tourism to diversify and grow their economies.

Available data shows that there has been a significant increase worldwide from 25million international tourist arrivals in 1950, as stated by Zhehna (2003), to 698 million in the year 2000 and is expected to grow at an annual average rate of 4.3 per cent until 2010 and International arrivals are projected by UNWTO to reach almost 1.6 billion and annual receipts from tourism to reach USD2 trillion by 2020, this figure includes all international arrivals using tourist visas, Pearson et al (2008), Mowforth and Munt (2009), OECD (2008), and Olorunfemi and Raheem (2008). Thus an annual increase of 3.8 percent to 4.4 per cent between 1990 -2010 is expected (WTO). Table 2.1 show the world tourist arrivals from 1950 to year 2006 and the UNWTO's projections from the year 2010 to 2020.

Table 2.1 and Figure 2.4 show that between 1950 -1985, a span of 35 years, a growth of about 305 million arrivals was recorded, representing more than a 1000 per cent increase, which shows a rapidly rising interest in tourism worldwide. Between the year 1985 and 1995, there was a rise of about 211 million arrival, representing about 70 per cent.

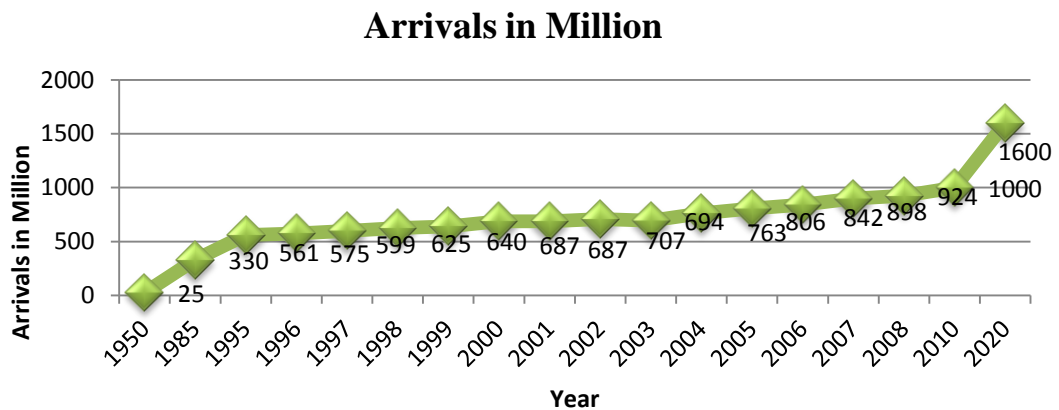
The growth continued steadily until 2000-2003 when it remained stagnant and grew at a slow pace as a result of the economic down turn, terrorist attacks, wars in Iraq and Afghanistan and the SARS outbreak as recorded by UNWTO (2009). But between 2004-2007, the growth stabilised at an annual increase of between 4.4 percent to 6.6 percent. Arrivals in 2007 exceeded expectation (UNWTO, 2008), rising up to 898 million International tourist arrivals, representing an increase of about 56 million between 2006-2007, an increase of 7 per cent growth, which shows that Europe accounted for about 20 million, while Asia and the Pacific accounted for 18 million, the Americas 6 million, Africa 3 million and the Middle East despite the tension and war recorded 5 million increase. In 2008, despite the high fuel prices and the financial crises, International tourist arrivals reached 942 million, a growth of about 2 percent, but by the second half of 2008, according to UNWTO (2009), the growth came to a standstill with the number of international arrivals declining slightly. Also in 2009, international tourist arrivals worldwide was 935 million with an increase of +6.7 percent in 2010; with a positive forecast expected in 2011 (UNWTO,2011). Thus going by these statistics, it is evident that tourism worldwide is not stagnant and is growing at a very fast rate, even though sometimes hindered by some crises, it picks up soon after.

Table 2.1: World Tourist Arrivals and Projections From 1950-2020

YEAR	TOURIST ARRIVALS	SOURCE
1950	25 Million	Telfer and Sharpley (2008)
1985	330 Million	Laws et al (1998)
1995	561 Million	Laws et al (1998)
1996	575Million	UNWTO(2007)
1997	599 Million	UNWTO(2007)
1998	625million	Dieke (2003)
1999	640 Million	UNWTO(2007)
2000	687 Million	Zehna(2003) UNWTO(2007)
2001	687 Million	UNWTO(2007)
2002	707Million	UNWTO(2007)
2003	694 Million	UNWTO(2007)
2004	763Million	Steffen, Dupont & Wilder-Smith (2007).
2005	806 Million	UNWTO(2007)
2006	842 Million	UNWTO(2007), Cooper, et al (2008)
2007	898 Million	UNWTO (2008)
2008	924Million	UNWTO (2008)
2010	1 Billion (Projected)	Pearson, Dove and Baiton (2008), UNWTO (2007).
2020	1.6Billion (Projected)	Mowfort and Munt (2009), UNWTO (2007)

Source: Adapted From Various Literatures as Shown in the Table

Figure 2.4: Global Tourist Arrival Increase Between Years 1950 to 2020.



Source: Compiled from various sources

2.8.2 Tourism in Africa

Although Africa's share in total global tourism is relatively small, its share has nevertheless shown strong growth, consistently recording above average growth in tourist arrivals and receipts at tourist destinations. As stated by the United Nations World Tourism Organisation's Secretary General Francesco Frangialli (2006), "the surge in the African tourism shows the great potential of our sector of the economy to help trade and development in the region". In other words, tourism is seen as a catalyst for economic growth and development, hence a potential source of economic diversification.

The African continent is blessed with good climate, heritage, wildlife, and nature from which it can develop an effective tourism industry. However, despite the huge natural tourism endowments, Naude and Saayman (2004) observed that Africa's tourism potential is still very much underutilised and undeveloped. This is despite the observation by Brown (1998) that various records show that African governments over the past decade have come to realise the increasing importance attached to tourism. Available data show that tourism is growing at a very fast pace and according to Fayissa et al, (2007) it is growing at a rate faster than many sub-sectors of the economy. As a result, many developing countries have started to consider tourism as an important and integral part of their economic growth and development strategies to grow the economy, enhance job creation, foreign exchange earnings, and economic diversification.

Africa is made up of fifty-four countries and is further divided into five sub regions as shown in figure 2.5 with the different sub regions being: North Africa, East Africa, West Africa, Central Africa and Southern Africa.

Figures 2.6 and 2.7 show the percentage of International tourist arrivals and receipts in the sub region of Africa. According to Baum (2006) few studies have been undertaken in developing countries where newly emerging tourism destinations might reach the maturity stage within a short time period.

Figure 2.5: Map of Africa Showing the Sub Region



Source: www.exploringafrica.matrix.msu.edu Accessed on 16/10/2009

Figure 2.6: International Tourists Arrivals by Sub Regions of Africa 2002 in Millions

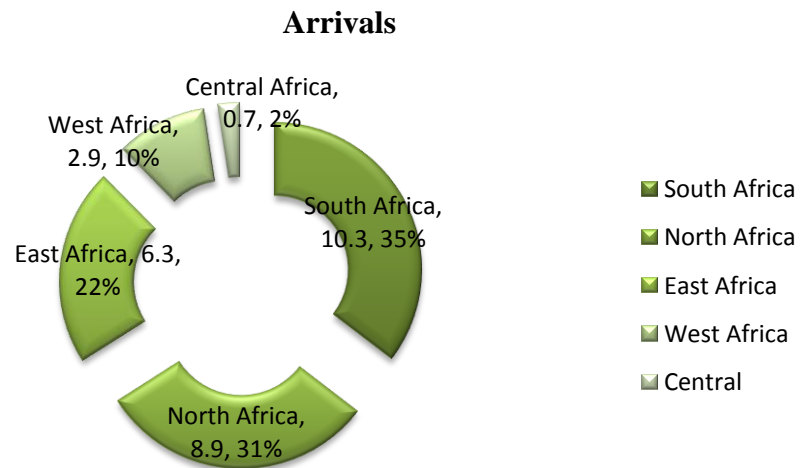
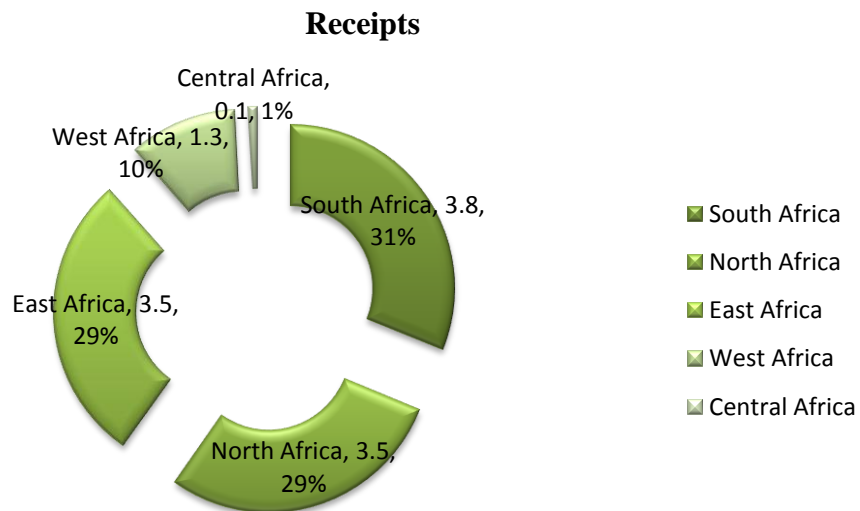


Figure 2.7: International tourism Receipts by Sub Regions of Africa 2002 in US billion



As Figure 2.6 shows, West Africa is one of the least visited by tourists, which reflects the level of tourism development in the region. Although, some of the problems facing tourism in some countries include the lack of infrastructure, lack of competitive tour packages, inadequate environmental attention, poor marketing, security and safety, information and political unrest.

For tourism growth to continue across the sub-regions of Africa, the issues above must be addressed and improved upon to make West Africa an appealing place to visit. The most significant aspect of the problems confronting tourism development in sub-Saharan Africa is the general lack of landscaping normally used successfully in other countries to enhance the aesthetics of tourist sites and attractions.

Table 2.2: Total Africa Tourist Arrivals (000) Showing Five Year Gap (1990-2020)						
Region	Northern Africa	Southern Africa	Eastern Africa	Western Africa	Central Africa	Total
1990	8.4	2.0	2.8	1.4	0.4	15
1995	7.2	5.8	4.1	1.6	0.4	19.1
2000	10.1	8.2	5.9	2.6	0.7	27.5
2005	11.5	13.7	8.2	3.0	0.6	37
2010	12.8	19.3	10.5	3.7	0.7	47
2020	19.1	36.0	17.0	4.5	0.7	77.3

Source: Laws et al (1998), Harrison (2001), WTO (2003, 2006) and Fazili, and Ashraf (2006), Naude and Saayman (2004).

According to WTO (2003), in 2002, tourist arrivals in Africa increased by 2.8 per cent, in Sub-Saharan Africa, tourist arrivals increased well above the average of 2.7 per cent while Northern Africa was affected by its political and economic situation and it was expected that between the year 1995-2020, according to Fazili, and Ashraf (2006), there would be an annual growth rate of 5.5 per cent and from the Table 2.2, by the year 2003, the trend changed, with Sub-Saharan Africa taking the lead; it recorded 54 percent of about 36,158 million tourist arrivals and a receipt of USD11, 844 million; while Northern Africa recorded 46 percent and a receipt of USD10,606 million (World Bank 2005, WTO 2006). Between the years 2000 to 2004, Northern Africa took the lead in arrivals; but by the Year 2005, there was another change in the tourist flow, the trend changed with Southern Africa taking the lead (UNWTO, 2006) and this will continue till the year 2020.

Tourism Vision 2020, as stated by UNWTO (2007), is a long-term forecast and assessment of tourism development up to the first 20 years of the new millennium, using 1995 as a base year with a forecast up to 25 years, International arrivals are projected to reach almost 1.6 billion and annual receipts from tourism to reach USD2 trillion by 2020 (OECD, 2008). As at the year 2010, tourism growth was up by +6.4 percent and forecasted to increase by between 4-7 percent in the year 2011(UNWTO, 2011).

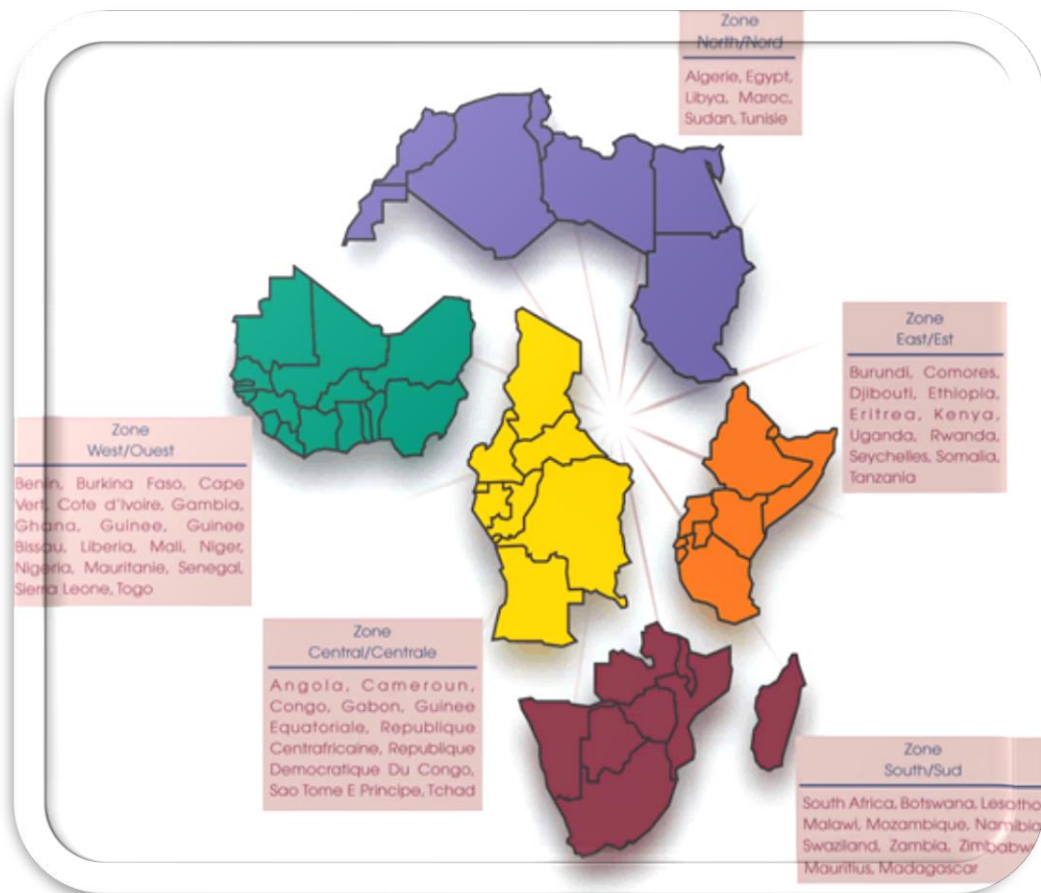
From Table 2.3, majority of the tourists were from European countries, of which the Northern region records the greatest number in the year 2004, of about 3,142 million tourist arrivals in Western Africa, only about 1,218million Europeans visited west Africa, 1,305 million from other African countries, 190,000 from the Americas, 183,000 from Asia and the Pacific while about 199,000 origin were not specified.

Table 2.3: International Tourist Arrivals by Generating and Destination Region (2004)

To	From						
	World	Africa	Americas	Asia & the Pacific	Europe	Middle East	Origin not specified
World	763,876	18,610	130,504	146,437	433,269	20,516	14,538
Africa	33,436	13,290	1,104	958	11,582	1,695	4,807
North Africa	12,770	1,248	164	88	6,006	1,579	3,685
West Africa	3,142	1,305	190	183	1,218	48	199
Central Africa	729	226	55	23	225	6	193
East Africa	7,597	4,093	372	367	2,583	43	137
Southern Africa	9,199	6,419	323	298	1,550	16	594

Source: Steffen, Dupont and Wilder-Smith (2007)

Figure 2.8: Shows The Regions of Africa with their Respective Countries.



Source: www.uitp.org/regions/africa/Sub-regions.cfm Accessed on 16/10/2009

Figure 2.8 shows all the regions and countries and are further explained thus: Northern Africa is made up of Algeria, Morocco, Sudan, Tunisia, Libya, and Egypt, and has the highest number of tourist arrivals in Africa, with the majority of the visitors from European countries and only 10 per cent originating from Africa (Lubbe 2005; Schuffler 2008). Morocco, Egypt and Tunisia are the leading destinations in the region, with Morocco recording about 4.1 million arrivals in 2000 and projecting 7.5 million arrivals by the year 2010. The main attractions in this region are beach resorts, excursions to the sahara, cultural and heritage tourism (Sharpley and Telfer ,2002); within the region, Algeria, Libya and Sudan are the poorest performers.

Southern Africa has Botswana, Lesotho, Namibia, South Africa, Swaziland (Schuffler, 2008) as the countries within its region which recorded growth in the last decade with 8 million Arrivals

in 1999 with South Africa taking the lead and accounting for 6 million arrivals, and Botswana, Swaziland and Lesotho accounting for the remainder (Lubbe, 2005; OECD, 2008). The majority of the arrivals are from the African countries, about 75 percent, while 16 percent come in from Europe and 4 per cent from the Americas (Lubbe, 2005). The success of South Africa's tourism industry is underpinned by very solid infrastructure (SAI, 2004). The tourist attraction in the country is based on culture, wildlife, natural heritage, diversity and people which are developed jointly by the government and private partnership.

The region of Eastern Africa consists of Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Mozambique, Reunion, Rwanda, Seychelles, Somalia, Tanzania, Uganda, Zambia and Zimbabwe. Attractions within this area include National Parks, games reserves and beaches. In the region, Kenya records the highest arrivals, then Tanzania and Zimbabwe. As noted by Utz (2007), Lew, Hall and Dallen (2008), inadequate provision of electricity, political instability, lack of central governing authority and civil war are perceived to be the major obstacles contributing to low tourist visits. Kenya tourism ranks high in the eastern sub region, mainly due to improvement on the quality of infrastructure development in areas of hotels, water, electricity, roads and railways (Jafari, 2003). Its major tourism is wildlife viewing in parks and reserves; creating income for about 15% of the gross national product with about 250,000 people working in the tourism industry (Wong, 2011). In 2010, Kenya recorded about 1 million tourists' arrivals in 2010 dominated by tourists from the United Kingdom, Italy and the United States as stated by Balala (2012) and about 1.2 million in 2012 which has surpassed previous years. In spite of the obstacles, the region ranks second most visited after South Africa in sub-Saharan Africa because of its natural endowments, thus if further developed will have a catapulting effect on arrivals.

West Africa region includes countries like Benin Republic, Burkina Faso, Cape Verde, Cote d'Ivoire, Gambia, Ghana, Guinea Bissau, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, and Togo. Western Africa, with a history as a source of the slave trade is among the least visited International destination regions in the world (Lew, Hall and Dallen, 2008). The region has not been too successful in tourism, due to political instability and inadequate infrastructure (Boniface and Cooper (2009); of all the countries in this region, Nigeria attracts the major share of tourist arrivals, although most of the foreign visitors are on business trips. Other countries such as Senegal, Gambia and Ghana rank after Nigeria in the number of tourist arrivals within the region.

Central Africa is made up of Angola, Cameroon, Central Africa Republic, Chad, Congo, Democratic Republic of Congo, Gabon, Equatorial Guinea, and Sao Tome and Principe. According to Lew, Hall and Dallen (2008), the region is among the least developed economies in Africa. Civil wars, corrupt and ruthless governments have devastated the countries and caused widespread malnutrition within the region. The region accounts for the lowest tourist arrivals on the African continent and accounts for only 2 per cent of the international arrivals according to Nevin (2003), with nearly all from within the African continent.

Worthy of note from the above statistics is the fact that, of the African tourist arrivals and receipts, Egypt, Morocco and Tunisia from the North Africa Sub-region remain the most popular, this is because the region is greatly favoured for its proximity to the main tourism generating markets of Europe, and they have also tapped into massive landscape development of their sites; South Africa and Zimbabwe from the Southern and Eastern Africa received the majority of arrivals. West Africa has very minimal attention and this shows the level of tourism development in the area. The statistics have shown that tourism is growing in Africa and especially in Western Africa and if the proper policies are implemented with radical introduction of urban development through landscaping, this growth is expected to increase further. However, these figures are estimated as tourism statistics are not static and can easily be influenced by unpredictable occurrences.

Although, some of the problems facing tourism in some countries include infrastructure, lack of quality packaging, environmental attention, marketing, security and safety, information and political unrest; for tourism growth to continue to spread across all the sub-regions of Africa, these have to be addressed and improved upon to make Africa in general and west Africa in particular, an appealing place to visit.

2.9 Tourism as a form of Economic Diversification

Globally, tourism in many nations, both developed and developing countries is seen as a viable option for economic development, this is because it contributes tremendously to the Gross Domestic Product (GDP), serves as avenue for revenue generation and creates jobs. Noting the significance of tourism, Kim et al (2005) stated that the main economic activity derived from tourism includes foreign exchange earnings, employments, and income. Similarly, Oh, (2005) argued that 'tourism-generated proceeds' represent a major source of revenue, employment, household income in several countries worldwide and this importance has come to be recognised by all countries in the world (Kaplan and Celik, 2008).

Many countries have had some success in developing and expanding their economy as noted by Stock (2004), through economic diversification. Examples of such countries that have diversified their economy through tourism as stated by Sharpley (2002) include the emirate of Abu Dhabi, whose economic growth and development has long depended on oil production and exportation. In spite of oil sufficiency, Abu Dhabi is seeking to diversify her economy through tourism development in order to shift its focus and dependency which hitherto had been on petroleum. Other notable examples are Kuwait, Dubai and United Arab Emirates (Herb, 2009) which have made real progress in diversifying their economy away from oil.

Another example as noted by Vanegas and Croes (2003) is the Aruba economy in the Caribbean where tourism played a significant role in its economy recovery which suffered problems of regression, unemployment and declining government revenues caused by the closing down of Lago oil refinery in 1985. Although diversification of economy is not peculiar to the oil rich countries alone, however, a country such as South Korea whose economy was export-oriented base (Oh, 2005) is also known to have tourism as an added revenue earner.

Economic diversification in simple terms is when a country has different sources of income from different economic activities and this plays a role in a country's growth and development. Defining economic diversification, Zhong et al (2008) said it is a process whereby a growing range of economic outputs are produced and also could be referred to as the diversification of income sources. Similarly, Aguero et al (2006) said diversification apart from promoting stability also enhances the broader goals of economic vitality, growth and low rates of employment. Also, economic diversification as argued by Gould (1972) does not only 'involve rising per capital income but also diversification of economic structure away from primary activity, towards industrial and service sectors.

As noted above, several countries are benefiting from tourism as a form of their economic diversification, however, one may wonder why 'tourism' when there are other areas such as agriculture and industry. Tourism is a very attractive avenue for economic diversification in most countries of the world and has the tendency to help prevail over the difficulties associated with mono dependent economies. As argued by Godfrey and Clark (2000), tourism has natural attractions in many destinations; it serves complementary functions such as service centre, meeting point and seat of government, has a labour force in place and it is clean as compared to manufacturing and industries.

Tourism has many linkages with other economic sectors and has varied economic benefits. Almost all sectors of an economy benefit from tourism; in terms of income generation from wages and salaries, employment, although, it could be seasonal or low wage, balance of payments, investment and development and on the long run help to determine the success of tourism of any region (Cardoso and Ferreira, 2000; Bhatia, 2002; Sharpley, 2008; Edgel, 2006). Moreover, Shaw and Williams (2002) argued that tourism in addition to creating jobs, generating income and contributing to the costs of economy, also contributes to social infrastructure such as road improvement, fosters the development of other sectors, contributes to local residents' amenities, contributes to conservation of natural and cultural features of an area; contributes to vocational training and in addition, it helps to conserve national heritage, protect the environment and contribute to an improvement in the quality of life and well-being of local communities (Godfrey and Clark, 2000).

Also noting the importance of tourism in economic development, Othman and Karlberg (2007) said that apart from the physical inflow of tourist foreign currency, it also provides direct ancillary industries for souvenirs, handicraft, food and garment manufacturing. These industries are labour intensive and afford huge opportunities for employment creation. Although tourism does not only bring economic gains and should not be judged as such. As noted by Bhatia (2002), it has wider implications encompassing not only economic benefits but also social and cultural benefits and brings about infrastructural improvement and regional growth.

On the other hand, Stock (2004), nonetheless argued that tourism is a venture which requires upfront investment especially in hotels, roads and other types of infrastructures if it is to be considered as an attractive avenue for economic diversification. In as much as tourism brings economic benefits as noted above, there are also some hidden economic costs which should not be over looked. Sharpley (2006) stated that the benefits may be offset by economic costs for a destination which could include leakages i.e. losing revenue generated to other countries' economy; higher import costs, inflation, opportunity cost, external cost i.e. cost of refuse collection, health services, extra policing and so on, and as such true economic contributions of tourism should be seen in terms of net benefits. The benefits of tourism are enormous, it is indeed an attractive venture of economic diversification of many mono economic countries that wish to diversify and especially move away from overdependence on its main revenue earner; for obvious reasons apart from economic development there is also benefit from infrastructural development and growth which is used and shared by all sectors both national and local communities and in the long run enhances the quality of life of the communities.

2.10 Perceptions of Landscape

It was necessary at the outset of this research work to briefly describe the various fundamentals of tourism and landscaping in order to get acquainted with the basic issues involved. This was done in two phases, first, by reading about tourism and second by reading about landscape.

The terms landscape, landscape architecture and landscape design are words often used in relation to the shaping, beautification and modification of the built and natural environment.

2.10.1 Landscape

In defining landscape Lorzing (2001) refers to it as a ‘Perceptible pieces of land, determined by joint effects of natural forces and human intervention’; furthermore, it is a construct of one’s mind or understanding of what is being observed (Beza, 2010). Benson and Roe (2007) consider landscape both as a set of features embracing both natural and built elements and as a dynamic entity affected by all aspects of its environment and human use. Abens and Wit (1999); Ewald, (2001) suggest that the term landscape is the physical visual – spatial dimension of the built and un-built surface of the earth with the distinctions to be made therein between natural, cultivated and urban landscape.

However, Antrop (2006) argues that landscape encompasses more than an area of land with functions but an integrating concept of interaction between natural processes and human activities, which not only benefit man environmentally, but satisfies man’s emotional, aesthetical, as well as recreational needs (Ong, 2003). Nevertheless, people’s perception of the landscape differs from individual to individual, according to their mentality, which is defined by their cultural surroundings. Drexler (2008) argues that the way in which people perceive landscape defines their psychological demands towards their environment, which may explain why landscape is interpreted differently by different people and constantly modified to fit societal needs (Antrop, 2005). It is in this regard that the definition is of importance. The European Landscape Convention (ELC) defines landscape as “an area, as perceived by people, whose character is the result of the action and interaction of natural and or human factors,” it is an idea that landscape arises from the interaction of people with their environment.

Landscape can therefore be deduced and defined within the context of this research as ‘scenery of natural and man-made features within the built and natural environment defined by man’s

interaction and activities within his surroundings', which often manifest in man-made landscape.

2.10.2 Landscape Architecture

As adopted by the American Society of Landscape Architecture (ASLA), landscape architecture is the art of design, planning or management of the land, arrangement of natural and man-made elements thereon through application of cultural and scientific knowledge, with concern for resource conservation and stewardship to the end that the resultant environment serves a useful and enjoyable purpose (Ganner, 1998). Rogers and Dollin (2010) defined landscape architecture as the profession which applies artistic and scientific principles to the research, planning, design and management of both natural and the built environments. This view is also reflected in Motloch's (2000) definition of landscape architecture as a "profession that integrates art and science for management, planning and design of the entirety of the physical and cultural landscape, including vestal wilderness and its growing urbaness".

However, the need to seek sustainable landscape has been emphasised by Motloch (2000) for the principal reason to ensure the regenerative capacity of the natural environment and seek to enhance human health and well-being through landscape design (Loures et al, 2007). In doing so, sustainable landscape invokes strong positive and strong mental images and pleasant memories over long periods of time. Indeed, landscape architecture can be used to pull and enhance community cohesion; this view is echoed by Eckbo (1969) when he defined landscape architecture as the art of improving peoples' use and experience of outdoor space.

Landscape architecture, as a profession, was pioneered by Fredrick Law Olmsted who is considered to be the father of landscape architecture (Camenson, 2007). As a profession, landscape architects seek to apply artistic and scientific principles to the research, planning; design and management of both natural and built environments (Camenson, 2007). Its influence can be found on park designs, parkways, urban open spaces, pedestrian pathways, and transportation system.

2.10.3 Landscape Design

Landscape design on the other hand, focuses more on the artistic merits of design, while landscape architecture encompasses the artistic design as well as structural engineering. Also in the view of Beaulieu (2008), landscape design is the art of arranging or modifying the features of a landscape for aesthetic or practical purpose. Its main concern is the creation of attractive

outdoor environments, and is concerned with the selection of design components, materials and plants. Landscape designers can be said to be different from landscape architects, primarily because of a variation in training and differing vocational tendencies, a landscape architect is literally an architect of landscape, who brings together the natural balance between the needs of man and ecology.

Indeed, (Hannebaum, 1981) regards the landscape designer as an individual who is familiar with basic design principles, plant and cultural requirements and landscape construction method. In other words landscape design is concerned with the design of the environment while landscape architecture is concerned with the design and transformation of creative ideas of solving the environmental problems between man and his surroundings.

Landscaping is the art of modifying and creating beautiful environments using various elements such as living elements and man-made elements. It refers to a connection of external beauty and aesthetic arrangement of forms (Czepczynski, 2008) and it is the beautification of outdoor terrain through the process of planting trees, flowers, shrubs and grasses (Ndubisi, 2011). The landscape designer, the architect and the landscape architect are all involved in modifying the environment for aesthetics and recreational purpose.

An architectural masterpiece is said to be incomplete if the architect designs only the plan of the building and fails to plan the surrounding environment of that building. The architect is therefore an important factor in any design as he integrates the design and landscape elements to form an entity to which the aesthetics of the entire surrounding depends. An effective landscape is enjoyed by everyone, from residential areas to urban parks. The functionality, the beauty and compatibility with the natural environment are the result of the combined efforts of the landscape designer, the landscape architect and the architect to give an aesthetically pleasing environment. It can therefore be summarized from the definitions above that landscape is the aesthetic view of pleasant scenery of natural or man-made features which arise as a result of man's interaction with the environment. Landscape architecture encompasses design, planning and management of the built environment and landscape design is concerned with the artistic or diagrammatic design of the environment.

2.11 Elements of Landscape design

Landscape design can be divided into two design elements – the hard landscape which is discussed in section 2.11.1 and the soft landscape discussed in section 2.11.2.

2.11.1 Hard Landscape

Hard landscape is a landscape design term for inorganic structures, including stones, fences, deck, path and anything made of concrete which helps to create a visual balance between artistic composition of plants and non living elements (Raff, 2006). Landscape design involves integrating these elements systematically within the environment to give it aesthetically pleasing visual effects. As a design element, hard landscape materials can make no contribution until the designer decides how to use them. Through design imagination, Ingels (2009) argued that hard landscape materials can be transformed into landscape features that can attract the eye, add mass and weight to the composition, create themes and add pleasure to the landscape. Not only does it reduce maintenance costs, it in addition helps divide and define spaces in the landscape, orchestrate the way the landscape is viewed and enhance its beauty. For example, rocks in the landscape can create very unique looks and generate lots of interest.

2.11.2 Soft Landscape

By definition, soft landscape refers to the element of landscape that comprises animates as opposed to the inanimate hard landscape and includes flowers, plants, shrubs trees and flower bed (Blake, 1999). Additionally, Beaulieu (2008) incorporated animals in his definition of landscapes. Thus from the definitions above, soft landscape includes trees, groundcover, hedges, shrubs and flowers. Generally, soft landscape serves the functions of screening and maintaining privacy, which breaks the monotony of view; provides habitat for animals-which is important for biodiversity.

Sketches A to S shown below are illustrations of some hard landscape elements and soft landscape elements. Their usefulness and uses in landscaping are discussed in the works of Schlenger (2012); Synor (2001) and Beaulieu (2012) and are summarised below.

Collectively, trees, shrubs, flowers, hedges and lawn can be referred to as vegetation and categorised as soft landscape elements. Apart from serving the function of visual enhancement, they furthermore help in erosion control, noise pollution, demarcations, shading, wind breakers as well as air purification.

Trees in landscaping are used not only for aesthetic purposes but also create shades, are arranged in rows to create vistas, used as focal points and can be placed in a straight line for effect.

Shrubs come in a variety of appearances, some flowering and others evergreen. They can be used as barriers, ground cover and to direct pedestrian traffic flow as well as serve as a barrier for unwanted foot traffic.

Flowers and flower beds give colour and attractive effects to the landscape. They can be grouped together, arranged symmetrically or in asymmetrical patterns and in different shapes to give a beautiful design.

Hedges can be used to mark property lines, screening views, provide barriers and also as wind breakers. They can be from trees or shrubs, planted close together in a row. Could be formal or informal, trimmed and pruned to add beauty to the landscape and can also be used in fences.

Lawns are made from grass and other ground covers used in private gardens, public gardens and parks and used to create aesthetics.



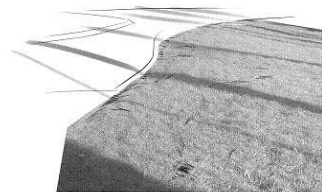
A. Flower



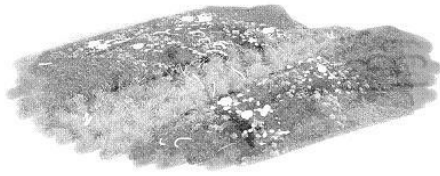
B. Tree



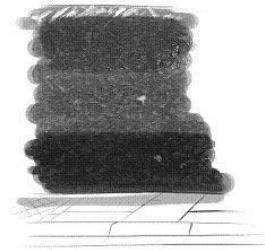
C. Shrub



D. Lawn



E. Flower



F. Hedge

Street lights, barriers or bollards, fences, signage, walkways, rocks, seats, bus shelters, bins etc can be categorised under the hard landscape and street furniture. The walkways or paved paths help define movement and direction and come in different shapes, colours and sizes. The street furniture or site amenities provide comfort within the landscape. The signs give effective communication of information and show direction, while the water features which include ponds, lakes, pools, fountains provide visual satisfaction, focal point, swimming etc.



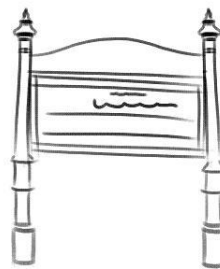
G. Street light



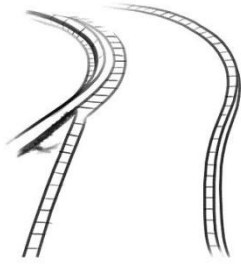
H. Barriers or Bollards



I. Fence



J. Signage



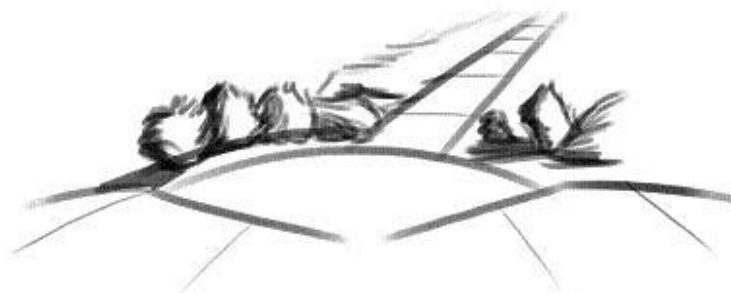
K. Walkways



L. Hedge, Walkways and Kerb



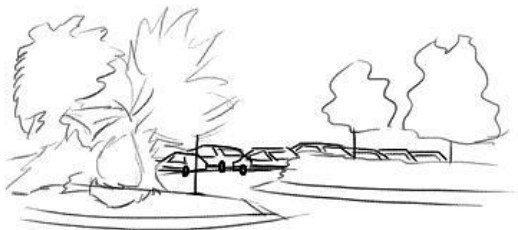
M. Pool and Rocks



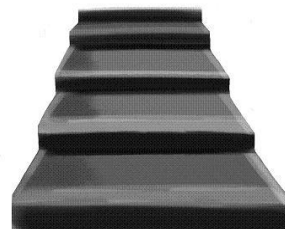
N. Walkways, kerbs and Shrubs



O. Bin



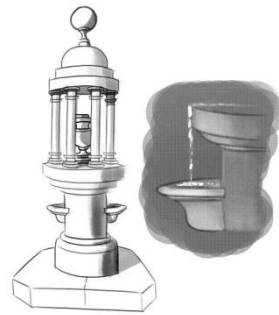
P. Car park, trees, Kerb



Q. Steps



R. Seats



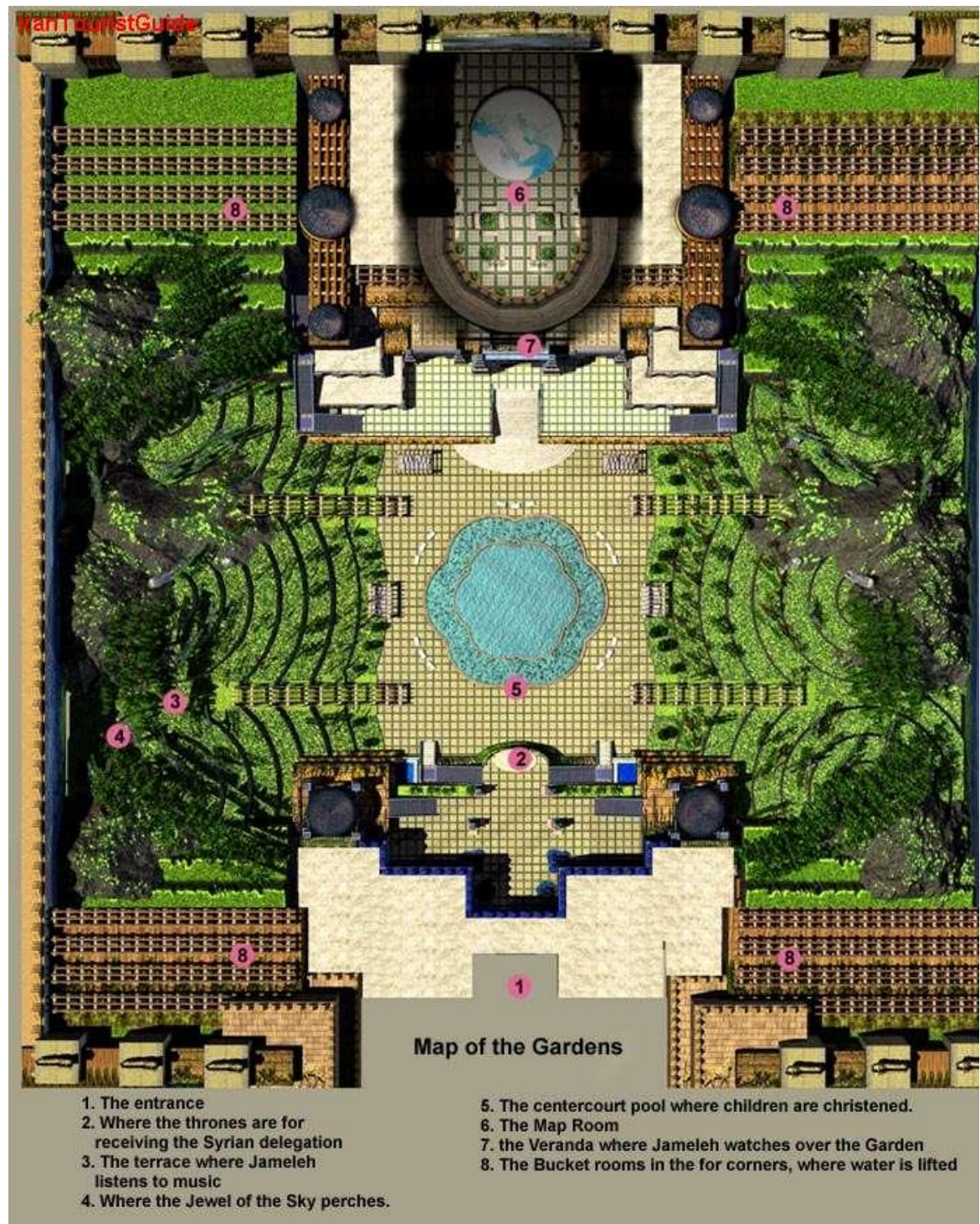
S. Fountains

2.12 Landscape Designs of the Past

Landscaping has long been in practice since the creation of the earth. The term landscape architecture was formerly referred to as landscape gardening, which involved gardening around private homes and was later extended to cover parks, open spaces and highways. As the earth was created with nature, man has constantly modified these surroundings to suit his taste and needs. As averred by Barrow (1995), man has always sought to modify his environment to achieve security and well-being as well as for the provision of physical and biotic needs (Rodiek, 2010). This can be seen from history dating as far back as the 3rd millennium BC as summarised from the works of Encarta (2008); Carroll (2003); Dalley (1993); Turner (2005) and summarized thus: The Egyptians planted gardens around their homes and later extended their planting around their ponds with ornamental plants and fruit trees.

In Mesopotamia, the evidence can be seen in the palace of Nebuchadnezzar II and the hanging gardens of Babylon which is referred to as one of the Seven Wonders of the World. The Assyrians and Persians in the north developed tree-filled parks, planned formal gardens and set up pools and canals shaded by trees for irrigation purposes. These gardens symbolised paradise and inspired Persian carpet designs as shown in Figures 2.9 and 2.10

Figure 2.9: Plan of the Persian Garden



Source: <http://funclamor.com/worldmiracles.html> Accessed on 23/1/2009

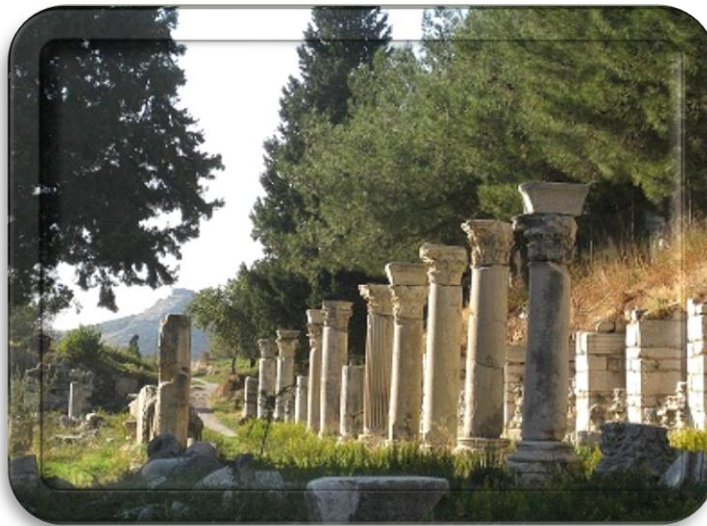
Figure 2.10: The Hanging Gardens of Babylon



Source: <http://www.crystalinks.com/hanginggardensbabylon.html> Accessed on 23/1/2009

In Ancient Greece, they had sacred groves which were preserved as habitats of divinities and in addition had most of their houses surrounded by colonnades as shown in Figure 2.11 and 2.12.

Figure 2.11: The Colonnades in a Greek Garden



Source: http://cdn.wn.com/pd/fa/74/b5afe6f009c860ecd1b5a5d11f70_grande.jpg Accessed on 26/1/2009

Figure 2.12: Sanctuary of Athena Pronaia in Greece



Source: www.greek-thesaurus.gr/Delphi-tholos.html Accessed on 30/1/2009

Roman houses also had gardens similar to the Greeks surrounded by colonnades, they had garden terraces in Rome and the rich had lavish pleasure gardens, banqueting halls and sculptures too (Figure 2.13).

Figure 2.13: Showing the Ancient Roman Garden

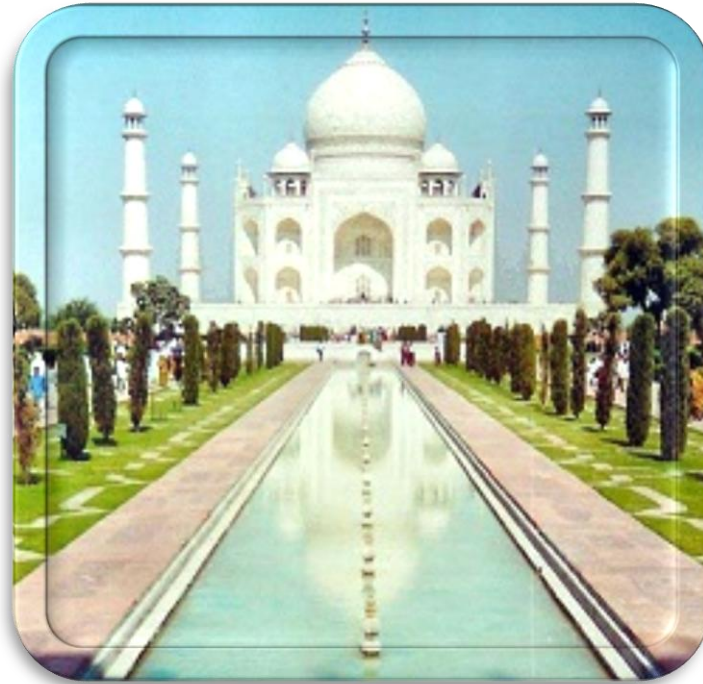


Source: http://www.cb garden.org/uploadedImages/Events/EventItems/gardens_opera.jpg

Accessed on 30/1/2009

In the non Western world between the 17th and 18th century in areas where the climate was hot and dry, the Muslims, inspired by the desert oasis and ancient Persian paradise garden, centred on water for meditation. Their gardens were enclosed courts with plants such as trees and shrubs. Fountains and pools characterized their gardens and the interplay of light and shade. The most notable of their gardens were Agra and Shalima gardens in Lahore. The Taj Mahal garden shown in Figure 2.14 below had a symmetrical design and is an example of the 17th century landscape architecture.

Figure 2.14: The Taj Mahal Garden



Source: <http://www.mapsofworld.com/travel-destinations/images/taj-mahal.jpg> Accessed on 30/1/2009

The Chinese had courtyards within their temples, palaces and houses, with trees and plants, planted in pots and usually changed with the season. An example of a Chinese garden is the imperial city in Beijing seen in Figure 2.15, an elaborate garden with trees, artificial lakes and bridges.

The Japanese gardens were influenced by the Chinese and Korean models as further summarised from the works of Encarta (2008); Carroll (2003); Dalley (1993); Turner (2005). Their gardens were well planned and made use of elements like pools, rocks, waterfall, plants and sand and created an effect of restraint, harmony and peace. An example of such a garden is the palace garden in Kyoto shown in Figure 2.16.

Figure 2.15: Beihai Park, an Imperial Garden in Beijing



Source: <http://www.corbisimages.com>. Accessed 15/2/2009

Figure 2.16: Greener Gardens in Kyoto Japan



Source: <http://www.blog.food2gro.com> Accessed on 15/2/2009

In medieval Europe, due to wars and invasions, gardens were small and usually protected within fortified walls of monasteries and castles. Their gardens were inspired by Persian gardens, with fountains or wells at the centre.

However, landscaping disappeared only to reappear later during the renaissance period which developed between 16th and 17th centuries when conditions became stable. Palaces and villas replaced castles in Italy and had extensive landscapes in the Roman tradition. The symmetrical and classically inspired plan of houses was repeated on the grounds and laid out along a central axis with steps leading to terraces, giving good views. Flower beds, fountains, sculptures were used. Examples of these are the Villa Medici in Rome shown in Figure 2.17 and the villa d'Este in Tivoli.

Figure 2.17: Villa Medici in Rome



Source: <http://legoff.com/2000s/roma/medici.html> Accessed on 16/2/2009

In the 17th century, the Baroque style was used in the Italian gardens with lavish use of serpentine lines, sculptures, fountains and waterfalls. In France also are the great chateaux of Loire valley. Still in the 17th century, the building programmes of Louis XIV included symmetrically arranged gardens designed to give an impression of limitless grandeur. Also notable in the 17th century are the works of Andre Le Notre at Vaux-le-Vicomte as seen in Figure 2.18 and Versailles and other locations.

In the 18th century, a new breed of landscapers such as William Kent, Humphrey Repton and the famous Lancelot “Capability” Brown emerged in England. He was nicknamed “Capability” because he was fond of using the word ‘capability’.

Figure 2.18: Works of Andre Le Notre at Vaux – Le – Vicomte



Source: <http://www.parisbreakfast.blogspot.com/2008/vaux-le> Accessed on 16/2/2009

Changing to a romantic style and replacing the symmetrically arranged flower beds and straight walks with sweeping lawns, sloping hills, curved paths, rivers, ponds and planted groups of trees to achieve the effect of wilderness; he designed over 170 gardens of which 44 are still in existence.

The English style spread in the 19th century to other parts of Europe such as France, Germany and Austria with the works of notable landscape architects like Jean-Charles- Adolphe Alphand in Paris and Prince Hermann Von Puckler Muskau in Berlin. The Romantic style spread to North America and Thomas Jefferson used it on his private estate. Just as England had capability Brown, America had Fredrick Law Olmsted who was born in 1822. Fredrick law Olmsted and Calvert Vauz used the Romantic style in the design of the famous Central Park shown in Figure 2.19, which had an impact on park design, urban open space, pedestrian parkways and the transportation system. Through the works of Olmsted, Landscape Architecture profession was later to be established (Cameson, 2007).

Gilbert Laing Meason in 1828 coined the term ‘landscape architecture’ when he used it as part of the title of his book “The Landscape Architecture of the Great Painters of Italy” which was later taken up by John Claudius Loudon and Andrew Jackson Downing and has since then been adopted by landscapers. Thereafter and presently, landscape architects have become the leaders in social reform and in making cities liveable. They offered plans for new towns and pointed out the need for parks and open spaces in cities and suburbs.

Figure 2.19: Central Park, New York



Source: <http://www.academics.skidmore.edu/weblogs/student/jpiepenb> Accessed on 16/2/2009

2.13 Landscaping Elements and Their Effectiveness in Enhancing a Tourist

Attraction: The Chatsworth Example.

For the purpose of gaining insightful knowledge into how landscape elements can be used to promote sustainable tourism in developing countries particularly with Nigeria in mind, it might be useful to see how these have been done in other countries that have passion for landscaping. A visit to Chatsworth, one of Britain’s great tourist attractions is a case in point. Chatsworth has been in existence since the seventeenth century, and it was chosen as an illustrative example because of it being a living example of the impacts that landscaping can have on the

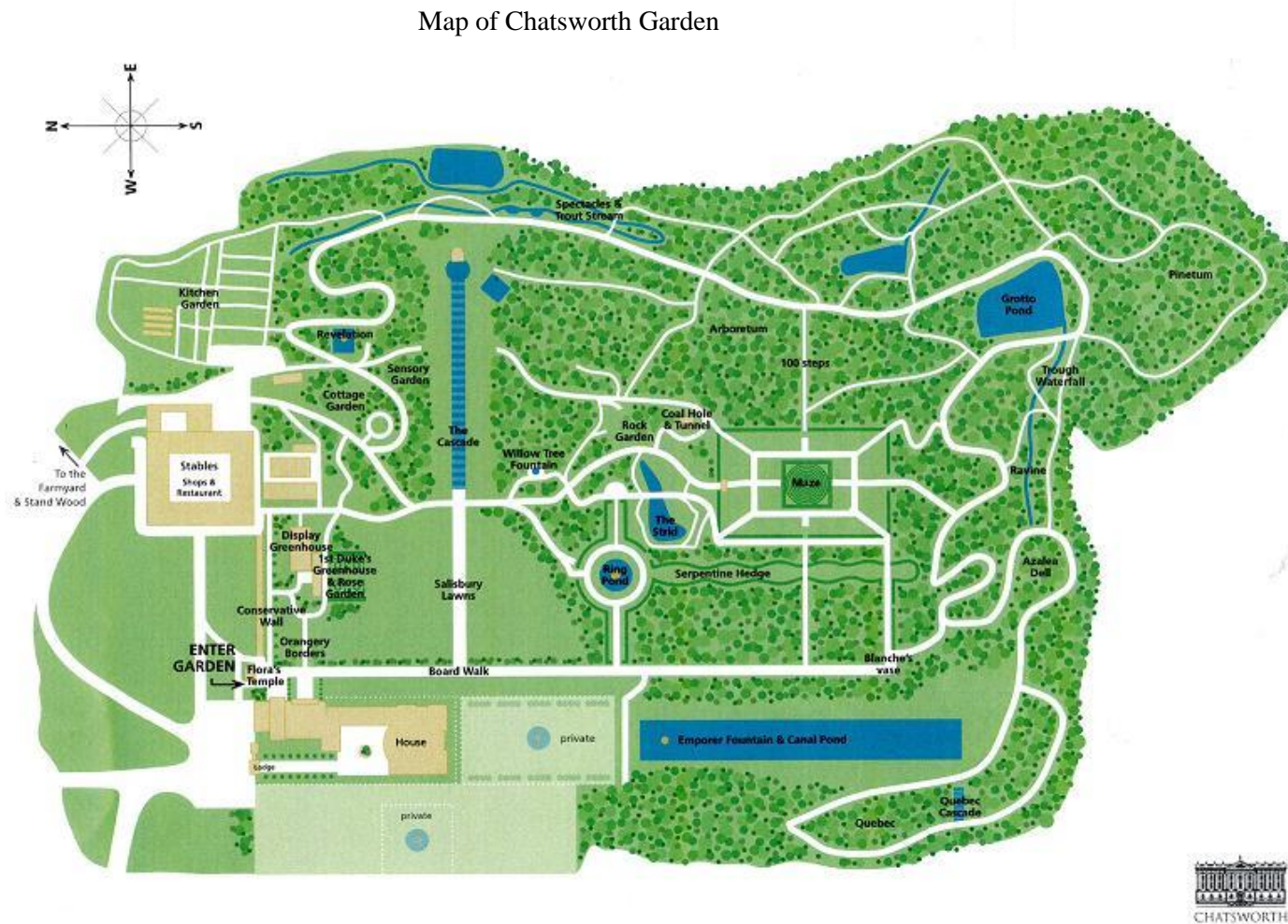
environment, local economy, and tourism. Another important reason for choosing Chatsworth is that it depicts a landscape of many forms and dimensions that date as far back as 450 years when there were landscapes of different periods.

The history of Chatsworth spans from 1549 till date and was originally started by the Cavendish family at Chatsworth in Devonshire, a home to the Dukes and Duchess of the Cavendish family, where the Chatsworth garden is situated. Chatsworth house according to the official website www.chatsworth.org 'belonged to the Cavendish family until 1957 when it was taken by the government in lieu of death duty and given by them to the National Trust'.

Till the present day, there have been twelve dukes that have reigned. From the first Duke of Devonshire (William Cavendish- 1640-1707) to the present, the twelfth Duke of Devonshire (Peregrine Cavendish- 2004- Date), who succeeded his father in 2004. And as such the history of Chatsworth has been from one generation to the other.

Designers who influenced the garden designs were Lancelot 'Capability' Brown, Joseph Paxton, John Robertson and Thomas Archer. The garden covers 105 acres and is surrounded by a wall of about 2.8 km long, with a range of garden features such as trees, lawns, shrubs, fountains, sculptures, water falls, ponds, canals, rocks and other features as shown from figure 2.21 to 2.49 and some of the landscape elements used at Chatsworth are discussed. Figure 2.21 shows the map of Chatsworth garden with the various features on site. These are still in existence till date.

Figure 2.20: Map of the Garden



Source: www.chatsworth.org/?taosFileId=28200 Accessed on 5/3/12

Figure 2.22 is the aerial view of the Chatsworth house and garden; it is a combination of various landscape elements which have been used to enhance the aesthetics of the entire garden to give a beautiful and fascinating effect, this has spanned over many generations. Although, nature plays a very rich role, as can be seen from the trees and groundcovers, the latter are pruned and maintained from time to time; however, changes in the garden are made bearing in mind the visions and intentions of the past generations. And indeed, these visions of the past are still kept alive.

Figure 2.21: Aerial View of Chatsworth



Source: Chatsworth's Tourist Guide

The use of symmetry dates back to the renaissance period (between 16th – 17th centuries) when symmetrical and classically inspired plans of houses were repeated on the ground, laid out along a central axis giving good views. This was equally achieved at the Chatsworth house and garden as seen in Figure 2.23. One side of the landscape can be seen to be a reflective mirror image of the other side, with various matching elements. In achieving symmetry, each side has as much interest as the other (Ingels, 2009). As stated by Holmes and Buchanan (2006), symmetry helps organise a surrounding and provide elegant areas for entertaining. Thus, the view further confirms the works and intentions of the past generations which are being transferred to subsequent generations.

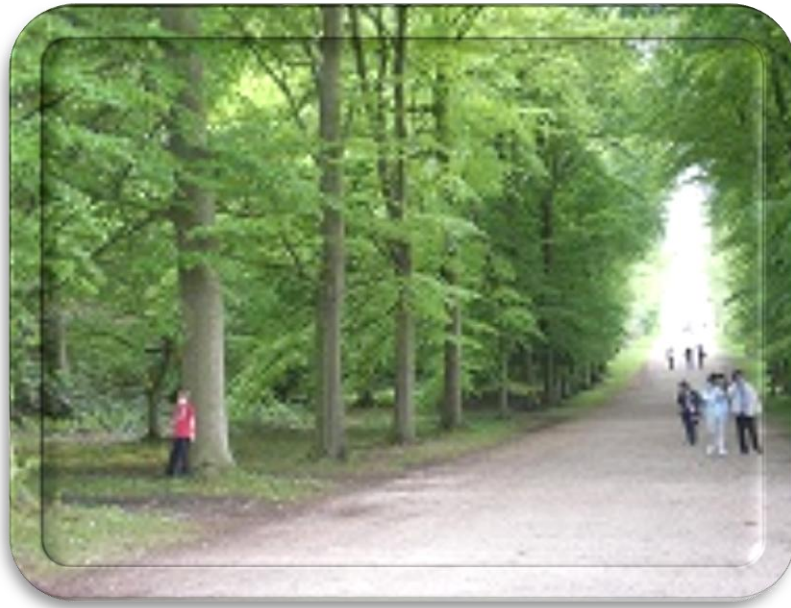
Figure 2.22: Symmetrical Alignment of the Landscape



Source: Researcher's Field Survey 2009

Trees serve both functional and aesthetic uses in a landscape. They provide shades and give micro- climatic effects, serve as buffers against winds, help in defining space, provide privacy, attract wildlife and add to the overall beauty of a landscape. As Streich and Rodie (2007) stated, 'trees make significant visual and environmental enhancements to the landscape, reduce long-term maintenance and improve microclimate conditions'. Apart from reducing the air temperature by offering cooling effects as seen in Figure 2.24, they serve as shading device for car parking which also serves as comfortable seating areas as shown in Figure 2.25. A variety of trees were scattered but well planted within the garden having different sizes, colours of flowers and also different shapes, which not only adds to the beauty but in addition, provides coolness within the garden. Figure 2.26 shows trees arranged in rows at the entrance of the garden, adding to the visual quality.

Figure 2.23: Trees Arranged in Rows for Micro-Climatic Effects



Source: Researcher's Field Survey 2009

Figure 2.24: Showing Trees being used for Shading



Source: Researcher's Field Survey 2009

Figure 2.25: Trees Arranged in a Row



Source: Researcher's Field Survey 2009

Water was another element used at the Chatsworth garden. Water as an element of landscape not only gives a soothing sound but also offers tranquillity and beauty to the environment, and relaxes the mind and body. As stated by Motloch (2000), water depends on its environmental context for its particular qualities. This was expressed through the use of fountains and cascades representing moving water and canals and ponds representing still water at various positions at the Chatsworth garden.

Figure 2.27 shows a water cascade which flows from a natural waterfall, collected and cascades through steps into the canal with several fountains at different locations. Figure 2.28 and 2.29 show the canal with a water fountain and the Chatsworth house in the background with lawn and plants around it to give additional effects. Figure 2.30 shows a fountain with additional opening and closing effect at intervals.

Figure 2.26: Water Cascade



Source: Researcher's Field Survey 2009

Figure 2.27: Canal and a Fountain



Source: Researcher's Field Survey 2009

Figure 2.28: Fountain within the Garden



Source: Researcher's Field Survey 2009

Figure 2.29: Water Fountain



Source: Researcher's Field Survey 2009

Quality crafted sculptures dot the garden landscape which help in unifying the aesthetics of the environment. Some are made from metal, such as the horse in Figures 2.30 and 2.31 from concrete, Figure 2.32 shows a sculpture made from steel. Monumental sculptures were also lavishly used indoors and outdoors.

Figure 2.30: Showing a Sculpture



Source: Researcher's Field Survey 2009

Figure 2.31 Showing a Sculpture



Source: Researcher's Field Survey 2009

Figure 2.32: Showing a Sculpture



Source: Researcher's Field Survey 2009

Garden seats made from different materials were also conspicuously and strategically placed along walkways, around the car park and at relaxation areas. Seats made from metal material, as can be seen in Figure 2.33a and particularly of interest, were seats carved out from felled tree trunks as seen in Figure 2.33b. These were all well arranged within the garden for the comfort of the tourists.

Also of interest were the different types of steps as shown in figure 2.34a and 2.34b, linking some areas which are made from felled trees from the garden and also those made from concrete, obviously saving costs and showing the use of materials obtained from the garden.

Lawns were well mowed at the fore of the garden while well maintained natural grass was used at the inner part of the garden as shown in Figure 2.35, thus encouraging wildlife within the garden.

Figure 2.33a and 2.33b: Garden Seats Made from Different Materials



2.33a



2.33b

Source: Researcher's Field Survey 2009

Figure 2.34a and 2.34b: Showing Steps Made from Different Materials



2.34a



2.34b

Source: Researcher's Field Survey 2009

Colourful shrubs and scented flowers also dotted part of the landscape. Colour in landscape presents a unified appearance (Bramlage, 2007). Careful planning and blending of colours help

create a pleasing environment and influences the overall mood of a landscape. Figure 2.36a, and 2.36b, show different colours of plants used in the garden which in addition to other ground cover provide interest throughout the seasons.

Figure 2.35a and 2.35b: Showing Well Mowed Lawn



2.35a



2.35b

Source: Researcher's Field Survey 2009

Figure 2.36a and 2.36b: Showing Different Colours of Flowers Use In the Garden



2. 36a



2.36b

Source: Researcher's Field Survey 2009

Hedges help in defining space, in addition, provide privacy, security as well as beauty to surroundings. Hedges in the garden were well trimmed, maintained and used in demarcating space, as well as directing movement as shown in Figure 2.37. Of particular interest was the Maze, which is a puzzle, made from well trimmed hedges; it leads tourists through a puzzle of hedges to a centre point as seen in Figure 2.38.

Figure 2.37: Showing the Use of Hedges



Source: Researcher's Field Survey 2009

Rocks in landscapes create lots of interest; they add to the look of a garden and can enhance a naturalistic garden in many ways (Marinelli and Jonas, 2001). Sets of rocks were seen in some areas, placed haphazardly with some arrangement occurring naturally as boulders as shown in Figures 2.39a and b.

Figure 2.38: Showing the Maze



Source: Researcher's Field Survey 2009

Figure 2.39a and 2.39b: Showing Rock out Crop and Rock Boulders



2.39a



2.39b

Source: Researcher's Field Survey 2009



Figure 2.41: Showing Monthly Activities



Source: Researcher's Field Survey 2009

Figure 2.42: Showing Litter Bin Strategically Placed



Source: Researcher's Field Survey 2009

Figures 2.43 to 2.46 show walkways within the garden, various plants and archways arranged aesthetically. Conspicuously displayed were souvenir items in the shop that tourists can purchase to remember Chatsworth, these are shown in Figures 2.47 and 2.48.

Figure 2.43a and 2.43b: Showing Walkways within the Garden



Source: Researcher's Field Survey 2009

Figures 2.44a and 2.44b: Showing Other Plants and Archway using Climbing Plants



Source: Researcher's Field Survey 2009

Figure 2.45: Showing the Use of Wood from the Garden as Support



Source: Researcher's Field Survey 2009

Figure 2.46: Other Plants Arranged Aesthetically



Source: Researcher's Field Survey 2009

Figure 2.47: Showing Shop for Souvenirs



Source: Researcher's Field Survey 2009

Figure 2.48: Showing Shop for Souvenirs



Source: Researcher's Field Survey 2009

Seeing all the landscape elements put into use at the Chatsworth garden for tourist enjoyment was an interesting experience for a researcher passionate about the role of landscaping in

tourism development. Adding to the beauty was also the use of indigenous native plants and natural materials which exist in the garden. Several tour guides were around to guide tourists especially in the house, which has about twenty-five rooms of architectural beauty and history.

From observation and discussions with the guides and as narrated from the website, what has kept Chatsworth going were attributed to various factors, and these include:

- ✚ Retaining features from certain periods in subsequent phases of development because they were valued by later generations and also the use of modern techniques and technology
- ✚ It is managed in a friendly way, where tourists are not restricted by rules but left to wander within the garden
- ✚ Good planning and blending of the various landscape features especially using indigenous plants which need little maintenance
- ✚ Its flora and fauna are protected and visitors are expected to respect the landscape and leave it as they found it
- ✚ Funding provided by Chatsworth House Trust
- ✚ Constant maintenance, improvement and redevelopment for future generations
- ✚ Payment from entrance and parking fees is used to support and help maintain the historic landscape for now and for future generations.

Important roles Chatsworth House has played in and around Derbyshire are its contributions to employment, providing a place for recreation and preservation. A large number of about nineteen million visitors have been recorded between 1949 and 2005, and currently there are about 300,000 visits yearly as recorded on the website, www.chatsworth.org.

Various departments within the Chatsworth House include the house, garden, farmyard, the domain and trading sections and as such various workers are constantly trained in fields such as gardening, farming, education and education resources, catering etc.

Perhaps, Nigeria can borrow a leaf from Chatsworth House. Nigerians travel to other countries, seeking beautiful destinations for recreation purposes in spite of the numerous resources dotting every state in Nigeria. Chatsworth can be used as a standard from which Nigeria can develop its tourism industry, due to taste, success and longevity. Through that, Nigeria will benefit economically, socio-culturally and environmentally.

2.14 Sustainable Landscape

The most widely used definition of sustainability as described by Thompson et al (2007) is meeting the needs of the present generation without diminishing the ability of future generations to meet their needs. This was based on the principles of sustainable development that ecological, social and economical functions should be balanced in order to meet the needs of future generations (WCED, 1987; Gustafson et al, 2010). In the context of landscape, sustainability as argued by Leitao and Ahern (2002) is the handling and conservation of natural resources to ensure the continuous satisfaction of human needs for present and future generations.

It comes as no surprise that the Council of Educators in Landscape Architecture (CELA) in 1988 defined sustainable landscape as landscape which contributes to human well-being and at the same time is in harmony with the natural environment. It does not deplete or damage other ecosystems or resources but eliminates influences that are destructive or disruptive. In line with this, Nohl (2001) averred that sustainable landscape should be economically functioning, ecologically sound and socio-culturally useful in order to achieve sustainability. This view was also emphasized by Termorshuizen et al, (2007) and Gustafson et al (2010) who argued that the three dimensions in relation to sustainable development must be considered in decisions on landscape in order to meet the needs of future generations. Thompson et al (2007) went further to suggest that sustainable landscape is the variety that does not exclude human presence, and does not deplete natural resources.

In view of the above, sustainable landscape in the concept of this research work is defined as protecting and enhancing the ecosystem (flora and fauna) by constantly maintaining and improving on what currently exists, thereby bequeathing future generations with a better environment in which to live and function. This can only be achieved through employing various principles and techniques of landscaping. Sustainable landscape can play a significant role in securing economic and environmental benefits, if managed properly and efficiently, beautiful surroundings are produced and the environment is protected. Some of these benefits include reduction in soil erosion, reduction in the use of pesticides and fertilizers thereby reducing toxic runoff so as not to deplete or damage other ecosystems (Thayer and Saunders, 2008).

To have a broad knowledge of what sustainable landscape is, Thompson et al (2007) suggests the following:

- ✚ The sustainable landscape does not exclude human presence
- ✚ It does not waste energy or resources but eliminates those influences that are destructive or disruptive
- ✚ Follows natural and regional forms whenever this can improve the ecological functioning of a built or restored landscape.
- ✚ Integrates and balances human geometries with natural ones. Balancing natural and man-made elements
- ✚ It incorporates elements of urban space as people transform cities and industries to a more sustainable mode.

Nevertheless, in the view of Selma (2000), if landscape is really to contribute to sustainable development, then it must be managed within an essential policy framework that comprises liveability (the need for aesthetic surroundings and safety); and biodiversity (provision of an environment in which nature can thrive and extinction be avoided). In addition, creating and managing landscapes in sustainable ways is an approach which focuses on making sure resources are protected, waste is eliminated, chemicals are avoided and energy is saved. Furthermore, Dunnett and Clayden (2000) emphasized that appropriate selection, use, manipulation and management of materials and resources both organic and inorganic are central to the achievement of sustainable development.

However, as posited by Max in Peet and Watts (1996) society as a whole, a nation or all existing societies put together are not owners of the earth. They are merely its occupants, its users, and like good caretakers, they must hand it down improved, to subsequent generations, and to achieve such a goal requires effective planning. Landscape planning according to the European Landscape Convention in Philips (2000) means forward- looking action to enhance, restore or recreate landscapes through a process of plan making, design and construction. While landscape management is action to ensure that regular upkeep of a landscape and the quality and diversity are maintained, abandonment, neglect and abuse are prevented (Dunnett and Clayden, 2000). Furthermore, landscape is a setting for human daily living and thus a link between man and nature and can be differentiated from one area to the other and provide a sense of place and identity. A good landscape is beneficial, beautiful and sustainable as can be seen from various researchers; however this can only be possible if all the principles of sustainability are followed. Planting and selection of appropriate plants for sustainable landscape vegetation is very important especially putting into consideration the type of plants and sources. Aside from planning and planting, there is a need for management; the role of people in landscape is very

important if sustainability is to be achieved. Landscape management should be seen as an opportunity to care for the environment and should involve volunteers, organisations, government and individuals.

2.14.1 Principles of Sustainable Landscaping

The goals of sustainable landscape design as stated by Thompson, Sorvig and Farnsworth (2007) and Tress, et al, (2006) include human health and planning. Similarly, in the works of Speh and Plut (2001), Redford et al (2003), De Groot (2006), Ahern (2006), planning and decision making are essential in achieving sustainable landscape as summarized below. Thus, in aiding sustainability of landscaping, there are some principles that must be applied which will help enhance the health of the ecosystems and make them thrive for both the present and future generations. These principles include:

- ✚ Following the natural site in design; by assessing site, preserving and enhancing existing environmental features, adding to the landscape and creating new features where needed to give attraction and beauty.
- ✚ Using existing indigenous or native plants will help reduce the need for irrigation or the use of pesticides. Plants that are established need little or no water, pesticides or fertilizer and help to express the natural landscape.
- ✚ The use of plants requiring frequent maintenance or change when establishing a landscape should be avoided, in order not to incur costs through constant replacement.
- ✚ Wildlife habitat should be encouraged by providing an environment for birds, insects, frogs, mammals, and others through plants which will help foster healthier ecological communities.
- ✚ Prevention of air pollution through the use of plants minimise pollutants from the air, provide shade and also reduce heating costs by blocking off the wind during cold seasons.
- ✚ Conservation of water by encouraging storm water retention and the use of plants to reduce pollutants and surface runoff and increase ground water recharge.
- ✚ Planting on healthy soil by analysing the soil before planting, to determine the exact type of plant that is appropriate in specific areas of the landscape, and protecting soil and vegetation during construction.
- ✚ Using the right plant in appropriate places and selecting healthy and long lived plants.

2.15 Landscape, Wellbeing and Quality Of Life

Going by the facts stated by Thompson et al (2007), the quality of the landscape in which we lead our lives makes a difference to the quality of the living experience. Quality of life refers to the degree of wellbeing felt by an individual or group of people. It is also defined by Felce and Perry (1999) as the satisfaction of an individual's values, goals and needs through the actualisation of their abilities or lifestyle. In the words of Benson and Roe (2007), quality of life is used to define the broadest of indicators that describe the environment, opportunities and services available to those living in a given area. It has a significant overlap with environment quality and people's day to day lives in an attractive and accessible landscape. It can therefore be said to be an individual's wellbeing and personal satisfaction.

Indeed, knowing the needs of people and putting them into consideration at the design stage of the urban environment is very important; as creating an attractive and accessible environment will help in integrating them into their environment, thereby improving the potential quality of life. It can be argued that needs and desires differ from person to person, however, within open space, and in terms of landscape and its organisation various group interests, such as those of children, elderly people and the physically challenged should be represented. This will facilitate leisure and enhance the overall wellbeing of the people.

Research has shown that nature, open spaces and countryside, bring health benefit ssuch as the lowering blood pressure (SEDA 2005). This was supported by Fredrick Law Olmsted as emphasised by Morris (2003) that visual contact with nature is beneficial to the emotional and psychological health of city dwellers with restorative effects. Indeed, four keys in which the exposures to natural environment are beneficial to human health as stated by Morris (2003) are summarized as follows:

- ✚ “Enhancing personal and social communication skills”. Recreating in landscape garden helps to encourage social interaction, meeting people and helps to foster a more socially beneficial society.
- ✚ “Increases physical health”. Walking and outdoor sports improve people's physical and mental wellbeing.
- ✚ “Enhances spiritual, sensory and aesthetics awareness”. Outdoor recreation helps to free the mind; listening to water running in the pond or fountain, the wind rustling in the trees, smells from the damp soil and heat of the sun, encourage natural relaxation and bring a feeling of physical and mental wellbeing

✚ “Ability to assert personal control and increased sensitivity to one’s own wellbeing”. Elderly people allow physical activity to become a memory rather than a regular exercise. Participating in regular outdoor physical activities can contribute significantly to quality of life. Similarly, Ulrich (1979) stressed that individuals feel significantly better after exposure to nature scenes.

Also Klett (2004) stated that landscaping that includes trees, shrubs, lawns, gardens and flowers improve our quality of life. It enhances the beauty of our homes and businesses, as well as helps the environment by cleaning the air, controlling erosion and providing shelter to wildlife. Wellbeing is a state of being happy and healthy. WorldNet (2008) refers to wellbeing as a contented state of being happy, healthy and prosperous. SEDA (2005) stated that wellbeing can be seen as combining physical, nutritional, mental, spiritual, social and economic aspects of life in such a way as to ensure positive health and maintain an optimum quality of life. In light of this argument, health and wellbeing have to do with the individual and not affluence or poverty but with individual mind set. Furthermore, Moltoch (2000) stated that individual health and wellbeing are a personal obligation and that the health and wellbeing of each individual is seen apart from those of others.

Human beings require contact with each other and social interactions, one way in which this can be achieved is by mixing with people in an open and well landscaped environment; this often helps in the physical wellbeing of the individual. Fitz and LaGory (2008) argue that social ties promote and encourage good health practices by providing health assistance in various forms. Hence, landscape is one external factor that helps to decide people’s preference of where to live or work due to the aesthetic and health benefits. Skarback (2007) states that, substantial recreational and landscape development has become a decisive factor in people’s choice of where to live and work. Conclusively, it can be said that the benefits and wellbeing through landscaping are innumerable. These benefits are translated in the long run to the individual quality of life and productivity. Given that people embark on tourism for relaxation and experience, landscape has a fundamental role to play in tourism.

2.16 Role of Landscape in Tourism Development

Tourism worldwide has come to be recognized and accepted as a revenue earner as noted by Sevrani and Elmazi (2008), and one of the most important sectors for both developing as well as developed countries. Generally, an increase in leisure time, an improved rising standard of living and concerns for healthy life style have geared people into taking part in tourism

activities, thereby making tourists travel far and wide; and landscape plays a very important role in the choice of tourist destinations (Ayeni et al, 2011).

As argued by Inskeep (1987), the environment is very essential in planning tourism as the two are closely related. In the same vein, Krippendorf (1982) noted that the scenic attractions of a tourist destination stand as the central focus and are the most important tourists' motivation, thus an attractive environment contributes to the progress of the tourism sector. This is why landscape is considered an essential part of tourism development.

Indeed, as averred by Knudsen, et al (2008), landscape is not merely the lay of land, neither is it only a place but is also a way in which to conceive a place. It is not static, it changes and as such in an attempt to create landscapes, ideas and identity of a place is an important consideration. This in essence will keep a place going in terms of identifying it with its tourism potentials. Similarly, Sinha (2005) noted that landscape is a symbolic creation, designed with care, whose form reflects a set of human attitudes and preferences; in view of this, any change in the landscape reflects a changing view of man's relationship with nature. This is to say that, man's attitude and reactions to an environment largely depend on the appeal of the landscape.

Landscape provides tourists and the local population opportunities to explore and enjoy the natural and man-made features of a place. Simply looking at beautiful surroundings can be inspiring and delightful and the environment, as emphasised by Ozgen (2003), is one of the most important contributors to the desirability and attractiveness of a destination. This is why scenic sites, amenable climates and unique landscape features are considered important to development. Consequently, Lew, Hall and Williams (2004) stated that, in landscaping for tourism, everything visible within the environment in the destination constitutes what attracts and satisfies visitors. However, for landscaping to have the desired effects on tourism, it must be well planned and organised.

Developing tourist attractions through landscaping helps improve the overall outlook and the aesthetics of a destination. The desire of every tourist is to enjoy beautiful landscape either natural or man-made which all come in a variety of forms and may be enjoyed in both passive and active ways as argued by Bell and Lyall (2002). Furthermore, it does not require the tourists to have knowledge of the area, local language, prior experience or spatial training. The environment must be a major consideration in any tourism development and through proper environmental planning tourism is enjoyed. As such Pigram and Jenkins (2006) noted that the environment is the aggregate of resources available to human beings, made up of the natural,

socio-cultural and economic environments, which render tourism and the environment interdependent. In essence, the way it is being managed and planned for tourism purposes often determines the tourists and the local residents' enjoyment and the tourists' decision to return.

Landscape and tourism have come a long way and people have always been attracted to beautiful places from time immemorial as noted by Aitcheson, Macleod and Shaw (2001). This infers that there has always been a link between humankind and particular landscape formation and shows that indeed beauty is embedded in nature. In the view of Holden (2000), tourism is a catalyst to environmental development as it aids urban regeneration and improves the quality of the environment. Consequently, tourist destinations that do not maintain a high quality environment will result in low tourist patronage. It therefore follows that a good tourism experience, apart from the tourist infrastructure depends on the environment and the planning; hence there is the need to conserve the natural environment, ecosystems and biodiversity.

In view of the above, Baharu (2009), argued that landscape planning, design and large scale development of parks are initiatives that need to be given serious attention; this is because 'It plays a dual role in that greenery is preserved and at the same time, attracts tourism revenue', as a result, efforts to preserve and improve the environment are very important in order to attract tourists to such destinations. Suitable landscaping as noted by Lickorish and Jenkins (1997) is an important component of any tourist facility development and it is essential in order to provide visitor environment and integrate the development into natural setting. Clivaz (2008), Lickorish and Jenkins (1997) highlights several roles landscaping play in tourist destinations and are summarised thus:

- ✚ Improved Environmental quality: Through landscaping the tourist environment can be improved as landscaping gives the overall aesthetics scenery of the attraction.
- ✚ Enhanced environment: Maintained, well planned and well placed tourist facilities both indoors and outdoors, help in the enhancement of the environment through the general beautification of the environment
- ✚ Improvement of infrastructures: infrastructures such as roads, water and sewerage systems etc are often improved through the development of tourism, and this provides economic as well as environmental benefits.
- ✚ Conservation of important natural areas: a careful and well planned landscape also helps in preserving nature parks and other outdoor recreations, preventing them from deteriorating through neglect.

- ✚ Conservation of archaeological and historic sites: through landscaping for tourism, archaeological and historic sites are protected and preserved, which might have being left to deteriorate or disappear.
- ✚ Good landscaping is very important to tourist destinations, as it contributes to marketing the tourist environment. Unplanned growth and development of tourism especially in the area of landscaping will contribute to the hindrance of tourist activities and low patronage of tourist destinations.

2.17 Landscape Elements as a Form of Tourism Infrastructure

Infrastructure refers to the basic physical and organisational structures needed for the operation of a society or the services and facilities necessary for an economy to function (Dwyer et al, 2010). Similarly, Benedict, McMahon and Conservation Funds (2006) defines infrastructure as the substructure or underlying foundation on which the continuance and growth of a community or country depends. Evidently from these definitions, the society cannot function properly without infrastructure. Conversely, tourism infrastructure is the physical element that is created or made to cater for tourists (Hamzah, 2009) and in addition is a visible element of landscapes (Tress and Tress, 2003). It follows that every physical element seen in and around the tourist environment which facilitates or enhances tourism development is therefore referred to as tourism infrastructure.

The perceptions of any specific society can be interpreted from the functions of the physical infrastructure it develops as averred by Pearce (2004). In essence, landscaping elements can add to the value of a tourist destination, and as such can be said to be tourism infrastructure. This is because landscaping provides opportunities for tourists to experience the tourist environment. Tourism development requires infrastructure as noted by Williams (1998), primarily in the form of accommodation, transportation and public utilities. In addition, landscape elements are also very vital as these add to the general aesthetics of the tourist environment, as well as encourage tourists' visits. As stated by Dwyer, Forsyth and Dwyer (2010), poor infrastructure provision will result in less enjoyable visits and in the longer term discourages tourism visits while on the other hand, good infrastructure facilitates tourism development and in turn enables tourists' destinations to maximise their economic potentials. Inskeep (1987); Pigram, (1980) recognize that tourism and the environment are closely interrelated and interdependent; and as such planning tourism environment is essential.

Landscape has always played a very important role in the choice of a holiday destination for recreational purposes. As noted by Thomson (2010), access to nature has often been seen as a fundamental human need and attractive, green and well watered landscapes are an essential constituent of the ideal, healthy environment. Similarly, Ling and Dale (2011) see the interaction with nature as very vital; positing that without landscape and cultural diversity both ecological and human systems will stagnate and eventually collapse and fail. For tourism, as stated by Pigram (1980), the environment represents not a constraint but a resource and an opportunity. A well planned tourist environment which blends with the building will give a distinct landscape experience (Fallon and Kriwoken, 2003).

Infrastructure networks have a strong impact on the development of cities and landscapes (Schrijnen, 2000), accordingly, tourist infrastructure as identified by the Resettlement Planning Document (2009) include small scale tourist facilities which include car parks, picnic areas, footpaths within the cultural sites, landscaping; basic infrastructure amenities such as water supply, sanitation facilities, site drainage, solid waste management; restoration and conservation measures and other improvements such as renovation and expansion works. Similarly, UNESCAP (2001); Dwyer et al (2010) have also noted that for tourism to succeed in any destination, facilities and service infrastructure are important. These are broken down into primary tourist facilities which are accommodation, restaurants, travel and tour services; secondary tourist facilities such as shopping, recreation, entertainment, and visitor information services; and tertiary tourist facilities that include health services, emergency and safety, financial and personal services.

Evident in the definition of landscape, human actions can have positive and negative effects on landscape; if it is ugly, we suffer and if it is beautiful, our spirit is raised (Ecovast, 2006). Distinct designs of the landscape welcome visitors and assist their sense of place as noted by Fallon and Kriwoken (2003) and at the same time the elements offer variety, functionality, accessibility and uniqueness. In addition, Goodchild (2006) perceives landscape as a real or imaginary environment, image or view in which land, natural and semi natural elements are prominent or dominant and include human and man-made components. Furthermore, the natural elements are the creation of nature (earth, land, rock, water, vegetation, open space); semi natural are those elements which are as a result of human intervention (plantation) and the man-made components are the buildings, earthworks, roads, railways, bridges and other forms of infrastructure.

As averred by Kelly (2011) it is the beautification of the outdoor terrain through the process of planting of trees, shrubs, flowers, grasses, water fountain, construction of kerbs, walkways, pavements and drainage. Going by the assertions above, landscaping as noted by Ingels (2009) is a service industry. It serves people by fabricating environments where they live, work, play or pass time; these can be primarily outdoors or within interior settings made to replicate the outdoors.

In developed countries, landscape elements are used in beautifying tourist attractions, and become part of tourist comfort and experience. It is no exaggeration that this is an important missing component in Nigeria's tourism development. Having aesthetically pleasing building structures with shambolic and unclean surroundings is detrimental to tourism development. However, in developing tourism, and in particular landscape, it is fundamentally important to fully take into consideration all attributes of tourist destinations and the surrounding areas. This is necessary to avoid unbalanced development. As stated by Gun and Var (2002), it is not enough to design the basic functions solely for the tourist services or activities, all attributes of the sites and surrounding areas must be taken into consideration. Well organised landscape elements will add value, give lively surroundings and complement the buildings; in addition give pleasing scenery. Some landscape elements that should be used in beautifying tourist attractions include natural elements such as trees, water, shrubs, groundcover, landform and artificial elements such as lighting materials, street furniture, sculpture, pavements, and kerbs. All these combined can be referred to as landscape infrastructure and should be seen as a key component of this.

2.18 The Need for Architectural Input in Promoting Sustainable Tourism Development

Uniqueness of destinations serves as one criterion for tourists' choice of where to visit. These unique qualities include the architecture, the landscape settings which could be natural or human made, the culture, as well as the people. Confirming, this, Hudman and Jackson (2002) stated that most of the visible aspects in cultural landscape is architecture, which implies that how visitors will perceive the destination and visually experience it depends largely on how appealing the architecture of the destination is. Supporting this argument, Hayes (2010) stated that monuments, buildings, and other structures are often an iconic part of many travel destinations. As such, architecture cannot be separated from tourism as many destinations combine these attributes with the natural environment.

Also noting the importance of architecture to tourism, Cambie (2009) and Vukdinavic (2011) stated that architecture always has a great significance in tourism and is an attraction factor in tourism. Furthermore, architecture is a part of our everyday environment which is impossible to ignore (Vukdinavic, 2011). In view of this, Ozgen (2003) argued that, the environment is one of the most important contributors to the desirability and attractiveness of a destination. This is because the scenic view, climate and unique landscape features have an important influence on tourism development. In the same vein, Krisha (2011) stated that, the environment is a key issue in tourism development and the quality of the environment, both natural and man-made, is essential to tourism.

In view of this, Cetin (2011) noted that architecture stands out among diverse disciplines, and this includes close interaction with the tourism industry. Furthermore, apart from facilitating investments, architecture also synthesizes the requirements of comfort, entertainment, organizes activities and creates identities. In addition, the interaction between architecture and tourism as argued by Cetin (2011) has generated a specialized type of tourism called architecture tourism. This involves trips around the world to visit contemporary and historical buildings designed by well known architects. As such, if many of the Nigerian tourist attractions are enhanced, they could serve as architecture tourism sites which not only showcase architecture but also the general environment in order to draw tourists from all across the globe.

Architecture plays a very significant role in tourism development. As argued by the Council of European Union (2008), architecture plays an integrating and innovative role in the sustainable development process; and starts from the design stage of architectural, urban planning, landscaping to rehabilitation projects. These are achieved through the provision and design of tourism infrastructure such as hotels, resorts, malls, restaurants, parks, creation of scenic views, and well planned environment. In other words, architecture helps to conserve and enhance a tourist destination in an appealing way. As previously mentioned, many of the tourist destinations in Nigeria are rural based, with many rich in culture, monuments, historical importance, architecture and natural attractions. These need to be showcased and enhanced through landscaping, hence, the need for architectural input in promoting sustainable tourism development.

Architecture as defined by Wikipedia (2009) is the design of the total built environment, from the macro level of how a building integrates with its surrounding landscape to the micro level of architectural or construction details. Also, it is the profession of designing buildings and

environments with consideration for their aesthetic effect (wordnet, 2009). The appearance of a destination is an important aspect of tourism development which should not be ignored but unfortunately, concerns are more on the immediate economic benefits as in the case of Nigeria, than maintaining the beauty and attraction of a place for tourism purposes.

As noted by McMahon (1993) ‘we take stock of a city like we take stock of man; the clothes or appearance are the external by which we judge’ this means that the physical quality and appearance of destinations are important not only for our own well-being but also because of the memory these destinations conjure for others. Having an architectural input in tourism development is very vital, especially if an attractive environment is to be achieved; putting the total environment in terms of planning, the green and open spaces, the movement both pedestrian and vehicular, the safety of the environment and the local community into consideration. Architecture is brought into play when both the inside and outside of the buildings are linked with the general surroundings, with every part of the tourist environment integrated with one another and especially combining local materials for functional and innovative designs.

Kierchhoff (1997) argued that, a comfortable atmosphere, natural, unspoiled environment are among the important expectations of tourists visiting destinations. Further arguing, Nadeau et al (2008) said the image of a place influences tourist decisions. Thus, a tourism destination with good architecture and its landscape setting are two important factors in the satisfaction of holiday makers with both their journeys and destinations. In the view of Osterrench (2007), architecture benefits the process of creating the corporate identity and market position of businesses, villages and destinations, however in most cases; an enormous amount of money is invested in construction and design without basic architectural reasoning. When a place is well landscaped, it not only showcases such places but also improves the businesses within such destinations. As such, functionality and good planning of spaces is very important.

In support of this, Dittrich (2009) argued that a good tourist destination with all architectural inputs stands to be sustainable and the workability of planning, transport, safety, green spaces and the interaction of the local community are all required if the totality of the built environment is to be attractive. Well planned facilities with good functionality and accessibility are some input of architecture in tourist destinations. As noted by Osterrench (2007), high quality architecture stands for function and wellbeing, expresses corporate identity, translates into competitive advantage, stands for lifestyle, quality of life for employees, and stands for

sustainability. Similarly, Executive (1999) stated that to ensure a sustainable future, it will require imagination and vision in structuring our built environment which only good architecture can produce.

In view of the above, it is not enough to design the basic functions solely for the tourist services or activities, all attributes of the sites and surrounding areas must be taken into consideration (Gunn and Var ,2002), hence the need for expertise in the planning process. Architecture has input in tourism through the proper planning of all the facilities such as the functionality of space, the orientation, the quality of the environment and easy of accessibility. Through architectural planning, positive influence and lasting memories are kept alive, thereby exposing such destinations to other tourists. Through architectural planning, there is also bound to be sustainability as all factors are considered before adopting a design and not haphazardly which will not stand the test of time, the buildings and surroundings are designed such that they can be a legacy for future generations. Architectural planning contributes to the establishment of regional and national identity and also contributes to the development and maintenance of the built environment. Architecture designs enhance, enrich, sustain and protect the environment, promote the wellbeing and health of the people; and minimise the impact of tourism activities on the environment.

2.19 Summary

This chapter set out to critically review previous literature on sustainable landscape and its potential role and impact on tourism development. In this review it was shown how humans have always sought to modify their environment dating back to the 3rd millennium BC. The review reveals how landscape elements have played key parts in enhancing tourist destinations. This is evident in the example given by Chatsworth House in the United Kingdom. Although Chatsworth House case study is not intended to lay down rigid guidelines on how landscape should be used, it nevertheless has revealed that there are certain principles that should apply when planning to enhance tourist destinations.

Landscape apart from being seen as a view of land also serves as an avenue for interaction between man's activities and his natural surroundings, thus satisfying man's needs aesthetically and psychologically. These, as shown, have been from the Egyptian gardens, through to the Assyrians and Persians, the Greeks, the Romans, the Chinese, and the Japanese to the English gardens; and have formed the bases for designs of open spaces and cities. Many of the ancient designs have remained, this was revealed from the visit to the Chatsworth house as discussed

previously; what has sustained it is funding, maintenance and redevelopment, planning and charging of fees.

Selma (2000) and Peet and Watts (1996) emphasised that for landscape to be sustainable, there must be an appropriate framework for liveability and biodiversity to provide the aesthetics and safe environment necessary for people to appreciate. This will not only assist nature to thrive but will also facilitate maintenance of the landscape infrastructure. It has also been shown that for a landscape to be sustainable, factors such as aesthetics, functionality, environmental reliability, maintainability and cost are important considerations that must be built into tourism development policies. This implies that there must be careful planning of an environment that is easy to maintain (Hampshire 2003; Bousselot et al, 2005; Rosen, 2007).

The beauty of the tourism environment is one of the most important contributors to the desirability and attractiveness of a destination (Ozgen, 2003, Inskeep, 1987); attractive landscape features have been shown to greatly influence tourism development. Everything visible within the tourist environment influences what attracts tourists and therefore needs proper and effective planning (Lew et al, 2004); thus a good landscape is beneficial and its planning should be seen as an opportunity to care for the environment and stimulate tourists to visit.

Additionally, the concepts of tourism was reviewed and the growth of tourism globally and subsequently in Africa was elaborated on. Nigeria will be considered in the next chapter together with the need to diversify the Nigerian economy. Also is the role architecture could play in promoting sustainable tourism. Also reviewed was sustainable tourism and tourism infrastructure, with landscaping in focus. Tourism can be a catalyst to environmental development (Holden, 2000), as it can facilitate and improve the quality of the environment and aid urban regeneration. Thus, landscape plays the role of preserving greenery, aesthetics and at the same time allows huge income and employment to be generated (Baharu, 2009)

In addition, from the literature, it was revealed that infrastructure aids growth and interprets the values of a society (Pearce, 2004). Tourism infrastructure represents the physical elements created to cater for tourists (Hamzah, 2009) and include all visible elements of landscapes (Tress and Tress, 2003). Thus landscaping elements can be said to be tourism infrastructure; it provides an opportunity to enhance tourists' experiences and is used in many developed countries to beautify tourist attractions, improving the quality of life of the individuals. As such

the quality of landscape in which we lead our lives makes a difference to the quality of the lived experience (Thompson et al, 2007).

Sustainable tourism emphasizes development and serves as an end to exploitation and equitable access to global natural resources; it can only take place if the carrying capacities of tourism sites are acknowledged and not compromised (WTO, 1990; Zhenhna, 2003). Going by Goeldner and Ritchie's (2009) view of tourism, tourism cannot be complete without considering the stakeholders; stakeholders being the tourists, goods and service providers, host government and host communities. This is because tourism is the process and outcome arising from their interaction; as such tourism is an amalgam of all and should not be separated. That being the case, all stakeholders need to be involved in every stage of tourism planning and implementation, for it to be sustainable.

Furthermore, Mitchell (2001) asserts that early integration of communities into their local tourism sector at the planning and implementation stages and day to day administration aid sustainable tourism and also help reduce negative impacts. Therefore, the local people should be involved in decision making as it concerns tourism, educated and enlightened so that tourism can be sustained and viable over an indefinite period (Eccles and Costa, 1996).

In view of the above, a planning process is required (Page and Connell, 2006; Raina, 2005) to achieve sustainable tourism and this should include study preparation, determination of objectives, survey of elements, policy and plan formulation, implementation and monitoring, and periodic reviews. In other words, sustainable tourism is all about policies and effective management process, which can only be achieved with all stakeholders working together.

The importance of architecture to tourism was also reviewed and it was revealed that architecture is of great significance to tourism development. It also revealed that a good scenic view contributes to the attractiveness of a destination for which architecture and architects as professionals need to be integrated in tourism planning and development.

Chapter Three

Tourism and Tourism Infrastructure in Nigeria



3. CHAPTER 3: TOURISM AND TOURISM INFRASTRUCTURE IN NIGERIA

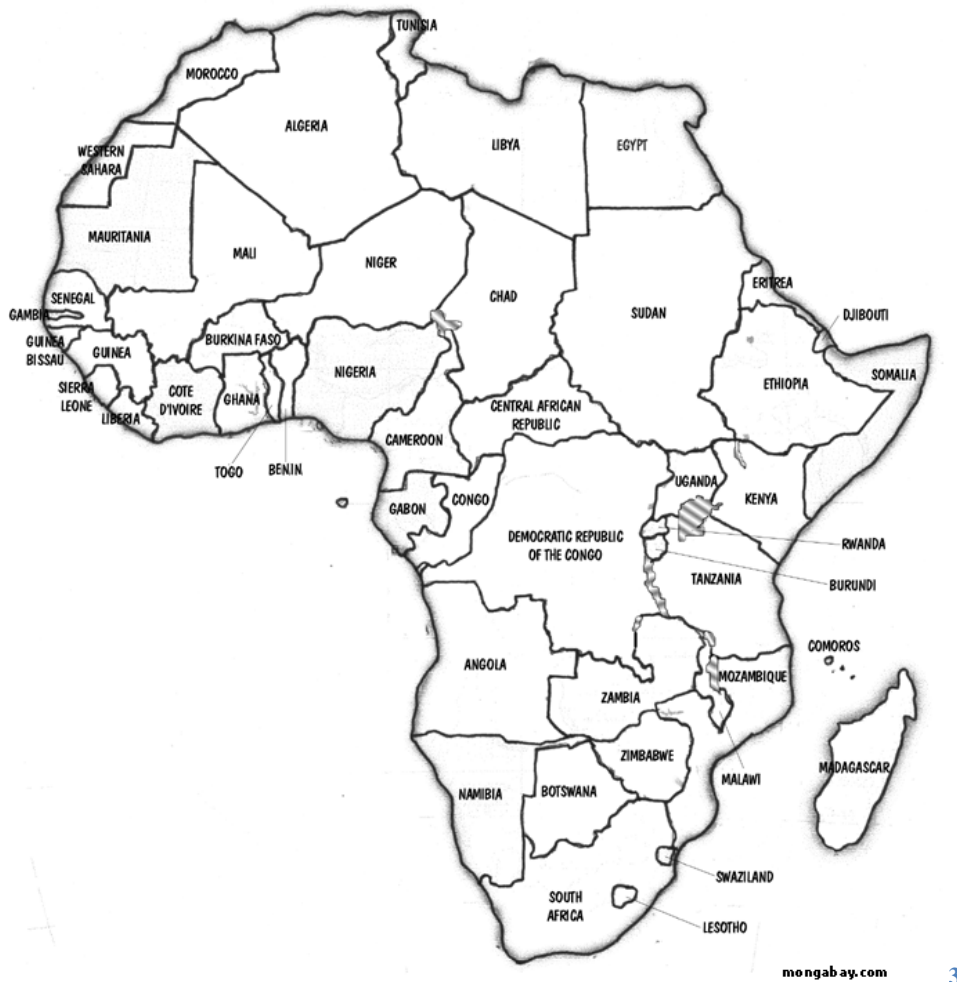
3.1 Introduction

From the literature review, it is clear that tourism has become an important sector to so many countries in terms of growing their economy and enhancing employment and income opportunities. Also is the improvement on the aesthetics through the beautification of tourist attractions for better patronage. It is against this background that this research is looking at the nature, conduct and performance of tourism sector and the landscaping infrastructure in tourist attractions in Nigeria. This chapter discusses tourism in Nigeria, the need for the country to diversify its economy through tourism, some constraints to tourism development in the nation and the current state of tourism infrastructure. The evidence presented underpinned the research study and paved way into answering the research questions stated in chapter one.

3.2 Overview of Nigeria

Nigeria is located in the western sub region of Africa and lies between latitude 5 °N and 14°N and Longitude 3°E and 15°E and is bounded in the North by the Niger Republic, in the East by the Cameroon Republic, in the south by the Gulf of Guinea (Atlantic Ocean) and in the west by the Republic of Benin. It occupies an area of approximately 913,768 sq.kms (Awaritefe 2007; Foreign and Commonwealth office, 2010)) and has a population of about 154.7 million (World Bank, 2011). With this population, Nigeria is tagged the most populous country in Africa and ranks the eight most populous in the world; and as noted by Johri (2005), 18 percent of the world's black population live in Nigeria with the northern part predominantly Muslim while the south is predominantly Christian. Nigeria has about 400 ethnic groups, each with its own distinctive language and culture (Awaritefe, 2007; Ogundele, 2006). Figure 3.1 shows the map of Africa with the location of Nigeria.

Figure 3.1: Map of Africa showing the location of Nigeria



Source: www.praiseprayprosper.com Accessed on 21/6/2009

The Nigerian climate is characterised by a relative high temperature throughout the year as stated by Mabogunje (2003) with an average annual maximum temperature of between 35°C in the North and 31°C in the South, and average annual minimum from 23°C in the South to 18°C in the North. Furthermore, the terrain is characterised by coastal swamp and tropical forest in the south and the savannah and semi-desert in the north (Odekunle, 2004; Foreign and commonwealth office, 2010).

Before independence in 1960, agriculture was the most important sector to the Nigerian economy, and accounted for more than half of the Gross Domestic Product (Buren, 2003). However, with the rapid expansion of the petroleum sector, agriculture was neglected and began a downward trend. Currently, agriculture accounts for about 10 percent of GDP while the oil accounts for more than 80 percent of Nigeria's total foreign exchange earnings. Presently, the need for Nigeria to diversify into other areas such as tourism to absorb the unemployed youth that the oil sector cannot employ is overwhelming. Nigeria currently has an unemployment rate of 19.7 percent (Ibiyemi, 2010). Tourism also presents the country huge opportunity to replicate infrastructures outside the capital cities where most of its natural tourists' attractions are located.

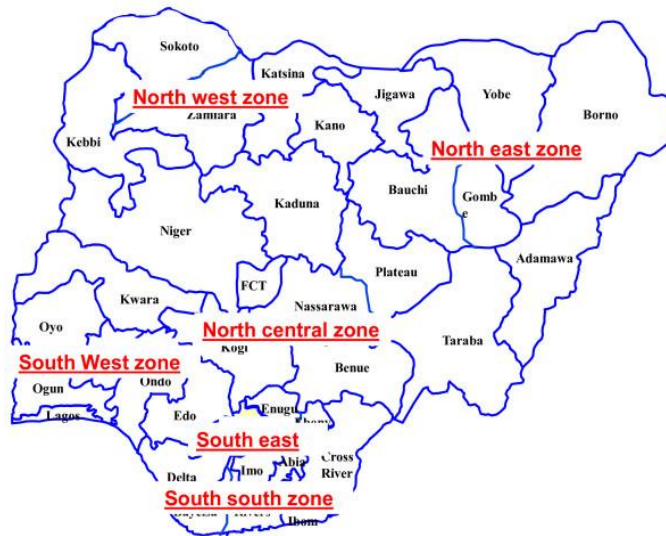
Nigeria is made up of 36 States and the Federal Capital Territory. The States are divided into 768 Local Government Councils (Buren, 2003; Alabi and Akibode, 2010) and each Local Government Council within the state participates in the economic planning and development of the area over which it exercises authority. The country is informally divided into six geopolitical zones (Bah, 2005; Federal Ministry of Women Affairs, 2004; Ayeni, 2008), which were created unofficially, without constitutional sanction and have become very relevant as political entities (Rotberg 2004). The various zones and their states are shown in Table 3.1 and Figure 3.2.

Table 3.1: Six Geopolitical Zones in Nigeria and their States

North Central	Benue, Kogi, Kwara, Nasarawa, Niger, Plateau, and Federal Capital Territory,
North West	Kaduna, Katsina, Kano, Kebbi, Sokoto, Jigawa,, Zamfara
North East	Adamawa, Bauchi, Borno, Gombe, Taraba, Yobe
South East	Abia, Anambra, Ebonyi, Enugu, Imo
South West	Ekiti, Lagos, Osun, Ondo, Ogun, Oyo
South-South	Akwa-Ibom, Bayelsa, Cross-River, Delta, Edo, Rivers

Source: Compiled from Various Sources

Figure 3.2: Map of Nigeria showing the Six geo political zones of Nigeria



Source: www.biomedcentral.com/.../17/figure/F1?highres=y

As stated by Omofonmwan and Osa-Edoh (2008), the large population of Nigeria and the interaction of over 150 million people with their environment have left indelible marks on the landscape through their attempts to adjust their seemingly endless wants and desire for food, shelter,

recreation and infrastructure facilities. Fadamiro and Anifowoshe (2006) consider the urban environment to be misused and mismanaged. Furthermore, Egunjobi (2005) argued that some of the environmental problems created in Nigeria, like in other developing countries is as a result of human activities created in the quest to achieve a higher level of development which has resulted in huge environmental degradation. Fifty percent of the Nigerian population live in cities (CIA, 2010); this rapid growth has affected land use planning resulting in poor environmental quality; where inadequate planning for planting and city beautification is marked. Additionally, the few plants which exist are being cut down daily to pave way for other human activities apart from tourism.

Peculiar to all cities in Nigeria is poor planning which often results from the lack of coordination of physical planning activities between the physical planning division of the ministry of land and housing and the town planning division (Olujimi, 1993; Aluko, 2010; Ogundele et al, 2011). Similarly Esbah et al (2008) argues that urbanization causes profound changes to the ecological functioning of landscape; and went further to define landscape as an “area as perceived by people, whose character is the result of the action of human factor”. Also defining Urbanization, Ifetimehin et al (2009) holds the view that it is a process that always initiates the continual transformation of land from one use to the other which has resulted in unplanned and unregulated growth (Owei et al).

Different cities as stated by Kehinde (2008) have their different peculiarities of culture, environmental behaviour and tastes, hence have different environmental signatures. He further attested that, dating back from the pre-colonial and the colonial era, places, especially in Nigeria, have often been earmarked for development such as the Government Reservation Areas, with copious plantings to reduce heat and provide outdoor living spaces. However, these are no longer in existence as urbanization and development have occupied almost all available land in the urban areas and resulted in the proliferation of slums (Oduwaye, 2009) leaving no provision for landscaping that adds beauty to the physical environment.

The rapid population growth in Nigeria and all activities associated with it have also moved to the suburbs, and as stated by Adesina (2007); Oloyede et al (2010), the problems once visible in the city have extended to these suburbs which are also experiencing the lack of dependable institutions and absence of government policies aimed at shaping these development activities, which are largely uncoordinated.

There have been recent changes in some major cities in Nigeria such as Lagos, the commercial capital, Abuja, the seat of power and Port Harcourt, all of which are undergoing redevelopment. However, planning has proved inadequate as most major areas and settlements are left untouched. This scenario is not different in most of the existing tourist centres as most are unplanned. Oduwaye (1998) argues that there is no comprehensive approach to landscape planning in Nigeria, as is the case in the developed nations where the execution of landscape planning is under the physical planning of the various government agencies; this in essence has affected the aesthetics quality of the environment.

The beauty of a tourist environment cannot be separated from the beauty of the city in which it is situated. Urban environments are human products which form conditions of living and direct patterns of behaviour (Berleant and Carlson, 2007). It is necessary to raise the level of awareness of landscaping in Nigerian cities and especially in the tourist centres both for preservation and income generation. This means using all available elements of landscape in a variety of colours. As averred by Simond (1998), the degree of evident harmony of the various elements of a landscape area is a measure not only of the pleasure derived by us, but also the aesthetics quality we call beauty; where beauty by definition is “the evident harmonious relationship of all parts of a thing observed”.

Landscaping has other important functions apart from the aesthetics quality and effects, especially its role in solving most erosion problems in erosion prone areas. By planting suitable vegetation cover, soil erosion can be controlled; Mba et al (2004) advised that residents of the areas prone to erosion should be made to understand the importance of environmental awareness which will enable them cope with problems of their environment. Indeed, Oduwaye (1998) has suggested that the poor social class be mobilized to participate in its small measure in programmes of landscape planning by the establishment of parks and gardens, paved pedestrian walkways and tree planting among others.

It is therefore necessary that the government and sectors involved in shaping the environment create the awareness of landscaping for a better quality environment. As stated by Chokor (1990), more aesthetically pleasing landscapes and high quality environments may be achieved if attempts are made to incorporate the aesthetics tastes of people into new environmental creations and programmes. This can be done by having adequate planning and control to ensure harmonious

development (Arigbola, 2008). This will not only help preserve nature but also help reduce incidences of misuse and mismanagement of the Nigerian urban spaces.

3.3 Tourism in Nigeria

Nigeria's landscape is dotted with natural tourist attractions (Olorunfemi and Raheem, 2008; Adora, (2010) that are comparable to the best in the world but they remain largely undeveloped Bankole, (2002); Doma, (2008); Adora, (2010); Dantata (2011). Indeed, Olorunfemi and Raheem (2008) and Dantata (2008) have shown from their analysis that Nigeria once had a thriving tourism industry dating back to 1962 with about 1,200 international tourists arriving annually. However, the neglect of the tourism sector over time, particularly the failure to grow the industry with appropriate institutions and necessary supporting infrastructures has meant that the Nigerian tourism sector has been unable to sustain itself and contribute substantially to the economy (Ovat, 2003) and is yet to yield the benefits from tourism which include economic and non economic profit.(Goeldner and Ritchie, 2009; Adora, 2010).

However, it can be said that the underdevelopment of the tourism sector is not as a result of lack of effort. Several proactive attempts to develop the sector in Nigeria can be traced back to the eve of Nigeria's independence in 1959 (Anad, 1997; Raj, 2002), when an ad hoc committee was constituted to advise on tourism development. The recommendations of this committee are startling and the knowledge that they remained unimplemented has certainly shaped the direction of this research. Prior to this study, there was an assumption on my part that little was known about the problems confronting tourism development in Nigeria. It might be useful to first consider the findings and recommendations of the 1959 ad hoc committee on tourism. The committee recommended that existing infrastructural facilities and tourist services should be revamped and new facilities provided and replicated in other tourist areas. Above all, the committee pointed out the need for prioritisation and concentration of efforts on selected tourist attractions. It is pertinent that part of this study is devoted to finding out the reasons why recommendations aimed at developing the tourism industry since 1959 are still relevant today and remained unimplemented.

Even as recently as 1990, the tourism policy was enacted with an overriding objective to make Nigeria "the ultimate tourism destination in Africa." The main thrust of the policy was to generate foreign exchange, encourage even development, promote tourism-based rural enterprises, generate

employment, accelerate rural-urban integration and facilitate cultural exchange (World Trade Organisation, 2005). Furthermore, the objectives were to be achieved through the provision of infrastructural facilities at tourist sites. However, this was not achieved, due to poor planning and lack of implementation, different priorities of the 'government in power', corruption, lack of continuity in government policies, and inadequate deployment of human and material resources (Makinde, 2005).

Indeed, Bumah et al (2009) acknowledged and blamed the non achievement of tangible results in the tourism sector on the short tenure of ministers deployed to the ministry and the non completion of projects initiated by predecessors. More recent attempts at promoting tourism development culminated in the establishment of two bodies in 1992, namely the Nigerian Tourism Development Corporation (NTDC) and the National Institute for Hospitality and Tourism (NIHOTOUR) (Ayeni, et. al, 2004).

Also, in the year 2005, the then president of Nigeria, Chief Olusegun Obasanjo, initiated a committee to work with the United Nations World Tourism Organisation (UNWTO) and United Nations Development Programme (UNDP) to develop the Nigeria Tourism Master Plan. Some of their findings amongst others were: over staffed Nigerian Tourism Development Corporation (NTDC) with staff that are inexperienced and lacking appropriate training, lack of government support, a need to improve the compilation of tourism statistics and the issue of visas, weak marketing, and the general infrastructure (Tourism Development International, 2006). Furthermore, it was recommended amongst other things that massive and aggressive marketing should be embarked upon to raise Nigerian tourism potentials abroad and establish tourism centres for manpower development. This was to be implemented in three phases, short term 2006-2007; medium term 2008-2010; and longer term 2011-2015. However, the execution has been very slow (Tourism Development International, 2006) and if Nigeria is to develop into a major tourism destination, there is the need to fully implement the ad-hoc committee or the Nigerian Tourism Master Plan recommendations.

Despite these efforts, there has been no significant growth in tourism and considering the huge potential benefits from tourism both at the micro and macro levels, there is the need to vigorously pursue the development of tourism as part of the overall economic development strategy of

government. In the experience of other countries, developing the tourism sector creates enormous possibilities for economic diversification and community development, considering that most of Nigeria's tourist attractions are in rural areas in dire need of socio-economic development.

From a priori theorising and secondary literature, the Nigerian tourism sector is faced with several problems and principal among these problems is the lack of tourism supporting infrastructures and institutions. Prominent among the infrastructures that are lacking is landscape infrastructure in view of their importance and relevance to the aesthetics development of tourist destinations (Poole, 2005; Strang, 1996). Landscape as infrastructure has several implications and the foremost is that it produces an output, and in the context of tourism this means aesthetics and unique recreational opportunities, improved flora and fauna reserves, which when combined with other tourism supporting infrastructures produce a pleasant tourism experience for tourists.

Currently, Nigeria's tourist destinations lack the ambience normally associated with developed tourists' destinations. Firstly, access to these sites is hazardous and difficult such that visits to them are not for the 'faint hearted'. As a result, journeys that should normally take a few hours often last several hours. It is not an exaggeration that visits to most tourist destinations in Nigeria are made for purposes other than leisure such as educational excursion visits. Similarly, there is generally no adequate accommodation for tourists and where available, it is grossly inadequate. This coupled with the lack of basic information about tourist sites demonstrates that the Nigerian tourism sector is grossly underdeveloped. Visiting tourist sites in Nigeria can present an unpleasant and difficult experience.

While commentators like Ibrahim (2009) have identified incoherent policies, inadequate funding, and piecemeal development strategies as the main impediments to tourism development in Nigeria, the lack of internal tourism is perhaps the most significant bottle-neck to the development of the Nigerian tourism sector. In other words, while supply-side explanations to the underdevelopment of the Nigerian tourism sector are useful, the demand-side factors should be given the desired attention. Internal tourism is significant in that it is the knowledge and appreciation of tourism sites by citizens of one country that get transmitted to citizens of other countries that spur international interest in local tourism. Similarly, it would be sub-optimal for investments to be poured into the tourism sector without matching demands.

It is a fact that the idea of travelling for trade or shopping or indeed the occasional 'study trips' for students and civil servants predominate the reasons for travel by most Nigerians. The idea of travelling to appreciate objects and scenery and relax is not popular amongst Nigerians. On a critical note, one may argue that internal tourism is a function of the current stage of economic development of a country, which means that the demand for tourism is a function of disposable income after all basic needs have been satisfied. This aligns with Maslow's hierarchy of needs (Maslow, 1943) but with the implication that tourism is a luxury. However, when in contrast with foreign travels to places such as Dubai, London, South Africa, and New York amongst others by Nigerians, there is a valid argument for turning attention away from the economic argument for the lack of interest in internal tourism in Nigeria. Rather, understanding the failure of internal tourism points to the psychological inability of Nigerians to value local tourist destinations in the same light as their international counterparts. This is despite the fact that many tourist sites in Nigeria are listed by UNESCO as World Heritage sites.

Inadequate records of the tourism statistics has also not helped in tourism development in Nigeria. There is no adequate tourist information on Nigeria, which is one of the basics for sustainable tourism, as noted by Williams (2008), all there are in tourism offices are a few dusty leaflets that were originally printed in 1975. Similar, Honey and Gilpin (2009) stated that the government does not possess reliable figures and numbers of international arrivals and departures from the country. Tourism cannot develop without adequate information on tourist statistics as it aids future planning. As no adequate information was available on the collection and compilation of tourism statistics, the conclusion is that the number of international visitors to Nigeria has remained static over the last 15 years (Tourism Development International, (2006)

The National Bureau of Statistics of Nigeria has suggested that UNWTO should send its compilation guide to help in the compilation of Tourism Statistics and Tourism Satellite Accounts Statistics, and so accurately determine the impact of tourism on the Growth Domestic Product GDP (UNWTO, 2007). Nevertheless, available data from UNWTO (2006); World Bank (2011) shows that International Tourist Arrivals in Nigeria from 1990 to 2008 is as shown in Table 3.2. From this data, it can be concluded that the growth of tourism in Nigeria is at a slow pace.

Table 3.2: Tourists' Arrivals and Receipts in Nigeria

Year	Arrivals	Receipts (million)	(US\$, million)
1990	190,000	25	
1995	656,000	17	
2000	813,000	101	
2005	1,010,000	139	
2006	1,111,000	90	
2007	1,212,000	337	
2008	1,313,000	959	

Source: UNWTO (2006); World Bank (2011)

With the increasing awareness of the importance of tourism globally, there is the confidence that if the Nigerian tourist attractions are well improved and marketed, Nigeria will record positive change. For tourism to be sustainable in Nigeria, apart from adopting ideas from nations where it has thrived, the Nigerian Government at all levels should create the enabling environment for the tourism industry to develop and grow. This means creating awareness locally and internationally about the numerous tourism opportunities in Nigeria and implementing appropriate policies especially in the areas of infrastructure, planning and effective implementation that would encourage growth in the tourism sector of the Nigerian economy. This is necessary to encourage investors both local and foreign. Another important need is to take an inventory of the existing situation at the tourist attractions; and appraise and improve on them to an international standard.

3.4 Problems of Tourism in Nigeria

As acknowledged by Dantata (2011), there is an abundance of tourism resources, however the problems of 'lack of awareness, lack of regulatory legislation, non-professionalisation of the industry, low disposable income to pursue tourism and the non-implementation of the tourism master plan has prevented the sector from reaching optimal performance. Although, several attempts at promoting tourism have been made, Ologun et al (2006) observed that efforts have been made in organizing seminars, conferences and lectures with corporate bodies and liaising between the United Nations World Tourism Organization office in Spain. However, a lot still needs to be done, as many problems still remain with the tourism sector.

Some of these problems as further emphasized by Ologun et al (2006), include inadequate funding and in many cases diversion of funds meant for tourism development. Coupled with this is the low level of demand which is being caused by inadequate publicity and negative reports on Nigeria; this negative perception, especially in terms of security by other countries has affected foreign tourists' visits to Nigeria. Others are insufficient tourism facilities, sites and supporting infrastructure and inadequate measures of attracting private investors.

If tourism is expected to grow and contribute to economic development, it needs to be given adequate attention. As noted by Essien (2008), the absence of a genuine tour operator in Nigeria is also a problem. Honey and Gulpin (2009) argued that poverty spread across the nation has also hindered domestic tourism, and even those who have the means have not developed a culture of travel. In addition, is the lack of well functioning tourism departments at the national and regional levels regarding responsibility for the tourism sector. Also is the absence of well organised tourism sector and institutional capacity at a national level (Honey and Gulpin, 2009). On the contrary, Bankole and Odularu (2006) argued that the problems of tourism in Nigeria is not the dearth of policies or the institution to support them but the effectiveness of such policies and the institutions which are grossly inefficient and inappropriate. Further emphasizing this point, Bankole and Odularu (2006) observed that the inability of the Nigerian tourism sector to attract international tourists is based on a lack of a well focused promotion and marketing policy. In addition, infrastructural decay and the lack of an enabling environment to attract local and international investors remain the major problems facing the Nigerian tourism sector.

Attempts and efforts by successive governments to foster tourism development in Nigeria have been piecemeal and yielded few results, mainly due to the poor implementation of policies and the inability of government to involve all stakeholders, especially in the rural communities. There is therefore an urgent need to produce implementation guidelines for the Nigerian tourism policy, especially in the area of tourism infrastructure and landscaping.

Experience from site visits, revealed in the photographs shown from Figure 3.4 to 3.35 clearly show that many Nigerian tourist attractions lack basic infrastructure and especially landscape infrastructure. As averred by Njoku (2003), environmental resources play a major role in tourism development; the beauty of a destination through its sceneries, diversity of flora and fauna are all

important. Tourism cannot succeed if these are not properly available. For tourism potentials to be utilised sustainably and to succeed in Nigeria, Ologun et al (2006) stated that all necessary infrastructure must be existing. Similarly, Honey and Gilpin (2009), Adora (2010) noted that although, there are other aspects such as security and conflicts which may not aid sustainable tourism in Nigeria, for tourism to thrive, it requires more than just the absence of conflicts as poor infrastructure is a particular barrier to tourism development in Nigeria. As such, key challenges to developing tourism in Nigeria include investments in infrastructure and human capacity. Furthermore, the need to also develop comprehensive national strategies, adopt robust regulatory frame works, mechanisms to maximize in country foreign currency earnings and efforts to reduce crime and corruption are very important.

Nevertheless, if internal tourism is to flourish, the Nigerian tourism sector must be developed and supported with all the necessary infrastructures and institutions. While many sites in Nigeria are listed as UNESCO World Heritage sites, it is doubtful if this is known to most Nigerians because of the chronic underdevelopment of the tourism sector exemplified by poor tourism information and promotions. To facilitate sustainable tourism growth in Nigeria, emphasis should be placed on physical infrastructure development around tourist destinations, particularly focussing on improving the quality of the scenery through landscaping (Chokor, 1990). The urgent need for tourism development in Nigeria and the importance of tourism cannot be over emphasized, and this extends beyond leisure to preserving our natural and cultural heritage for future generations. Thus, it will require all stakeholders in the tourism industry in Nigeria to come together, invest, and support tourism development.

3.5 Diversifying the Nigerian Economy through Tourism

Nigeria is one of the many countries which have long been a mono cultural economy, depending on the exportation of crude oil as its main source of foreign exchange earning. Unfortunately, many of its citizens still live in poverty in spite of the huge resources from oil. Tourism as stated by Cattaneo (2008) has always played a prominent role in the diversification and development strategies of many countries. As a result, many countries have succeeded in diversifying their economy through tourism.

The need for the diversification of the Nigerian economy from over-dependence on oil to tourism cannot be overemphasised, especially going by the unstable and fluctuating global oil prices in order to minimize the country's vulnerability to macro-economic risks, such as production fall, fall in demand and price, and also a run out of reserves (Odife, 2004). Although efforts are currently being made by the Nigerian government towards tourism development in order to diversify its economy through tourism, Otunba Runsewe, the present director general of the Nigeria Tourism Development Corporation (NTDC) stated that 'if tourism is well harnessed and well understood, the problems of South-South, that is, the oil producing region would be greatly ameliorated', it follows that promoting tourism would ameliorate the problems of unemployment in Nigeria. Also making a case for economic diversification, Robson (2005) argued that those other industries apart from petroleum need to be developed and the economy diversified, especially a service industry like tourism.

The Federal Government as noted by Aina and Salao (2008) is the custodian of the major sources of revenue in Nigeria and relied on by the three tiers of government, that is, Federal, State and Local Government. This has influenced different levels of development and also, determines the development in any region, which in this case, is mostly concentrated in the urban areas. Furthermore, Aina and Salao (2008) identified some roles of the government as: providing utilities i.e. water, electricity, telecommunication and other basic infrastructures, ensuring reasonable prices of goods and services to mention but a few. Also supporting these roles, Ali-Akpajak and Pyke (2003) said the government is to 'ensure that the national wealth is used for the happiness, freedom and welfare of every citizen by giving everybody equal opportunity to enjoy the wealth of the nation'. This is not the case with Nigeria as there is uneven development and pervasive poverty in the country despite the huge oil wealth. Developing tourism will open up improvement and growth in the rural areas where the attractions are mostly concentrated.

Eighty five percent of Nigeria's revenue is derived from oil (Ameh, 2009). Nigeria was a major exporter of cocoa, palm oil, rubber and groundnuts up to the 1960s; but by the year 2000, the economy had become excessively dependent on oil forcing the decline in the agricultural sector. To buttress the dependency of Nigeria on oil, Usman Shamsudeen in Ameh (2009) reported that of the N3, 915.56 billion total revenue derived in June 2008, N3, 133.00 billion was derived from oil.

In spite of the abundant oil, Nigeria is very poor and this has been attributed to corruption, government mismanagement and failure to diversify the economy (Africa Review, 2004; Robson, 2005). Olorunfemi and Raheem (2008) argued that Nigeria offers largely untapped potentials for tourism which needs to be aggressively pursued. The importance of tourism to economic growth, national development and poverty reduction cannot be over emphasized (Olorunfemi and Raheem, 2008), and has the potential of providing livelihood strategies for the poor (Spenceley, 2008).

For rapid development in the Nigerian context, there is the need to move from the monolithic economy in order to put development as explained above at all tiers of government and to be able to measure up with other nations. In addition to the benefits earlier discussed, Nigeria stands to have better infrastructure and likely reduction in poverty from tourism development. The tourism sector is labour intensive and an avenue to create employment, it needs relatively short training and skills acquisition as compared to other sectors and if the required infrastructure is provided, it can enhance community development in Nigeria.

Although, tourism which has been in neglect is now being seen as a means of diversifying the Nigerian economy, Raj (2002) noted that, the economic goals of development have been frustrated by poor planning and poor management. Part of some efforts by the government has been the launch of a tourism master plan; however, the absence of effective policies at promoting and marketing Nigeria is a huge gap responsible for its inability to tap into the huge opportunities available in tourism all over the world (Essien, 2008). Lyakurwa (2009) argued that good governance is a 'prerequisite for sustainable economic development, it gives the highest priority to poverty reduction, human development, productive employment, social integration and environmental regeneration'. As such the Nigerian economy especially cannot be diversified and tourism would not succeed if proper planning strategies are not streamlined by encouraging state and community participation in tourism planning and development with long term strategies.

3.6 Constraints on Tourism Development in Nigeria

As compared with other nations, Nigeria is experiencing low tourist patronage and economic gains despite the abundance of its tourism resources (Awaritife, 2007). Several constraints on tourism development in Nigeria have been identified (Lockwood and Medlik, 2001; Azzam, 2002; Adejuwon; 1999; OCED, 2008; Ayeni and Ebohon, 2009). These include inadequate infrastructure,

political instability, security and safety, and human resources constraints. However, there are some constraints peculiar to Nigeria, especially in the rural and urban settings which serve as obstacles to tourism development (Ayeni and Ebohon, 2009) these include but are not limited to:

One of the main pull factors to a destination is the culture and tradition of that destination. As noted by Awaritife (2004), a tourist's aim in visiting a destination is to fulfil self actualisation in cultural and leisure pursuits and measuring tourist satisfaction plays an important role in marketing tourism products and services (Meng et al 2008). However, there are some culture and traditions in Nigeria that forbid non indigenes from getting close to certain sites that could serve as tourist attractions, the reasons being that they are deities that are worshipped and as such, are sacred. This discourages tourism development, preventing tourists from fulfilling their purpose of travel and satisfying their curiosity. However, such sacred areas can be cordoned off tourist reach to allow visits to less sensitive areas.

Lack of advertising of tourist destinations to the public also poses a constraint to tourism development in Nigeria. The public is not fully aware of some of Nigeria's tourist attractions owing to the lack of promotions of such destinations. Efforts can be made by the communities to expose tourists' "treasures" and seek funding for their promotion; this will not only be of benefit to the government but also the community that will have a diversified source of income.

The people in host communities are generally not educated on the needs and benefits of tourism and reversing this could encourage and facilitate tourism development. Thus, there is the urgent need for the general enlightenment of local people on benefits and opportunities of tourism for sustainable development to spread evenly.

3.7 Tourism Infrastructure

Pigram (1999) defines infrastructure as utilities and structures underpinning the operations of a firm or industry. Also, tourism infrastructure as defined by Hamzar (2009) is the 'physical element that is created or made to cater for visitors; these comprise of transportation and information facilities and services, interpretation of landscape, heritage and nature, environmental protection and repair, access to walkers, riders and cyclists, investment components such as training, business development, accreditation schemes and industry leadership'.

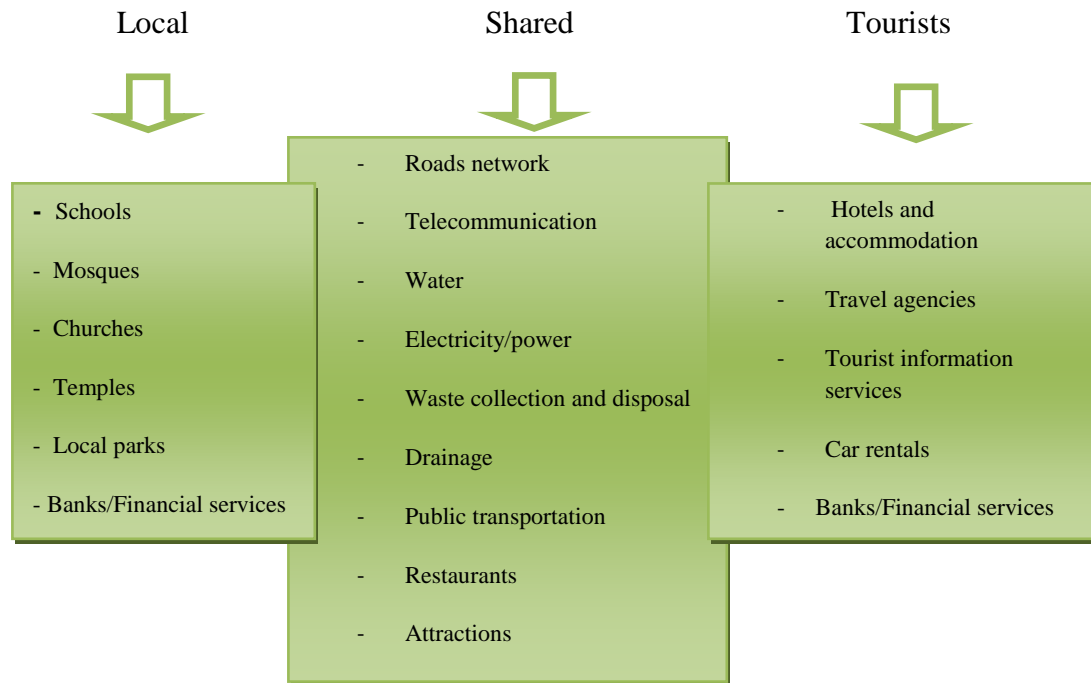
Whereas, Prideux (2000) argues that tourism infrastructure encompasses transportation, communication and utilities, as such are all important to tourist destinations, as they determine the attractiveness of destinations. This is to say that, the activities of tourism demands for goods and services, as such does not only involve leisure but encompasses the infrastructure needed to give the tourist satisfaction and a worthwhile experience. Again, Country Report for the Philippines, (1999); Awaritefe (2004); and Khadaroo and Seetanah (2008), argues that, attractiveness of destination, quality services, facilities or amenities, favourable location and accessibility of centres also emerged as important considerations in tourist destination choice. Therefore, improving the infrastructure increases economic growth, and increases the attractiveness of a destination.

High quality and functioning tourism infrastructures encourage the growth of tourism in an area. They serve as effective and influential activities which help tourists make decisions about a place and also determine the economic viability of an attraction. Infrastructure has the tendency of attracting tourists who in turn will use such facilities and create a lasting memory, and whether to visit again or not. It is therefore a very important feature of a destination. As stated by Hamzar (2009), 'high quality infrastructure will create high quality tourist experience and high quality tourist experience will increase attractiveness of a tourist product as well as level of visitation'. Kaul (1995) argues that 'transport plays an important role in the successful creation and development of new attractions as well as the healthy growth of existing one', in fact, tourist destinations cannot grow without good infrastructure, likewise good transportation system helps the tourists to get to and from a destination with ease, whereas, an uncomfortable journey reflects the inefficiency of transportation system of a destination and inhibits a tourists' good quality experience which eventually may lead to tourists seeking alternative destinations.

Although, as noted by Hamzar (2009), there are some infrastructure which pertains only to the host community (local infrastructure), some which pertain only to the tourists (tourists infrastructures) and some which are jointly shared by the host community and the tourists (shared infrastructure). They serve as the essential facilities and services of a destination. This is illustrated in Figure 3.3, where the need for the shared infrastructure must complement each other and be in harmony in order to contribute to the servicing of both the host community and the tourists is emphasised. Effective infrastructures complement tourist destinations and are very important in any tourism development as these are some of the reasons that motivate tourists to visit a particular place. As

noted by Murphy, Pitchard and Smith (2000), the level, use, or lack of infrastructure and information and communication technology (ICT) are also visible features of developed and under-developed tourism products that can enrich the visitors' trip experience.

Figure 3.3: Shared infrastructural Facilities



Sources: Adapted from Hamzar (2009)

The provision of tourism infrastructure is of particular importance in the long-term to tourism growth (Dwyer and Forsyth 2006). Inadequate or lack of infrastructure reduces the value of an attraction while those with efficient infrastructure receive great attention from tourists. Tourist facilities and services meet tourists' needs and determine their satisfaction.

3.8 Tourism infrastructure in Nigeria

Tourism infrastructural facilities in Nigeria are neglected and in states of disrepair (Alabi and Ocholi, 2010). Olujimi (2010) apportioned blame for this to the government and agencies in charge of tourist sites. This grossly affects profitability, level of output and employment (Akinola, 2007;

Adenekan, 2010). The situation reveals poor roads leading to many tourists destinations, constant epileptic power supply, inadequate pipe borne water, unavailability of good drainage and other public utilities, little standard accommodation in major cities, and in fact, in many rural destinations where majority of the tourist attractions exists, in addition to the above, tourism infrastructures are unavailable.

The dearth of infrastructure is compounded by the inability to maintain existing ones and failure to replicate infrastructure to areas lacking in amenities, usually outside of the capital and major cities. This non availability and inadequacy makes tourism sites in the rural areas not only expensive to reach but also risky (Dlamini, et al, 2009). Alabi and Ocholi (2010) attribute the state of infrastructural decay to failure to meet the needs of the seemingly high Nigerian population both in the rural and urban areas. Conversely, Ogidiolu (2010) attributes the dearth of infrastructure to the lack of coordinated efforts and integration due to poor knowledge about infrastructural development and management. In Nigeria, lack of infrastructures is most pronounced in the rural areas where incidentally most of its tourist sites are also located (Ebohon et al 2009).

However, recently, the Nigerian government, through the Nigeria Tourism Development Corporation, has identified the need for and importance of tourism infrastructures to tourism development. As noted by Otunba Olusegun Runsewe, the director general of Nigeria Tourism Development Corporation and quoted by Emerua (2009), infrastructural development is ‘the key to advancing the tourism industry in Nigeria’, this in essence shows that the government has recognised the fact that tourism infrastructure is inadequate. Furthermore, the responsibility of tourism development does not solely rest on the Federal government, but all stakeholders which include the regional government, local government, private partnership and the host community if the prospects of tourism development, viability and satisfaction of tourists’ pleasures are to be achieved. Emphasising on the importance of local and regional government involvement in tourism development, Pigram (1999) argues that, these bodies can help provide supportive, but resilient infrastructure and create the enabling environment in which to generate new opportunities for tourism. Furthermore, they can also fashion a partnership with the private sector that could see capital and management expertise flow into the tourism sector.

3.9 Nigerian Tourists' Attractions by Geopolitical Zones

Nigeria is blessed with abundance of tourism potentials (Okpolo et al, 2008; Adora, 2010; Jiboku and Jiboku, 2010) that range from the natural, such as beaches, lakes, hills, waterfalls, springs, beautiful greener, rocks, forests and wildlife parks; to cultural such as festivals, arts and crafts, tradition, artefacts, exhibitions, music, museums and monuments and man-made attractions are widely acknowledged. Few of these potentials are developed, some are recognised, while others are yet to be recognised and developed (Ajayi, 2007; Ayeni, 2008; Akeredolu and Simeon, 2010; Jiboku and Jiboku, 2010). Also there are many tourist attractions yet to be explored both by the local and the international communities. Worthy of note is the abundance and widespread availability of tourist attractions in every state of the Federation, all with challenging, exciting and memorable characteristics.

Buttressing the state of tourist attractions in Nigeria, Online Nigeria Portal (2009) stated that many of the attractions are still largely untapped and in their raw states and deficient in modern required infrastructural facilities, characterised with underdevelopment and poverty. Indeed if the tourism sector is properly harnessed and developed with sustainability as the focus, it will serve as an instrument for job creation, human development, and poverty alleviation by creating business opportunities for small and medium scale businesses, environmental preservation infrastructural development, and the development of rural areas and the general growth of the Nigerian tourism industry, (Ebohon and Ayeni 2009). Although noted for an unpleasant or unappealing environment, Williams (2008), argues that Nigeria cannot be denied its pride of place among the potential travel destinations of the world. Indeed, Hudman and Jackson (2002) observed that, although Nigeria suffers from some problems such as overcrowding, poor sanitation and poor infrastructure, it nevertheless has fine museums and African art and antiquities.

The six geopolitical zones that make up Nigeria and the attractions within the zones are highlighted in Tables 3.2 to 3.7 showing the major tourist attractions in each of the states within the geographical zones.

- ✚ The South- South Geo-Political zone is the petroleum producing area, the mainstay of the Nigerian Economy and the base of the Niger Delta. It is made up of Akwa-Ibom, Bayelsa,

Cross Rivers, Edo, Delta and Rivers states. The zone is blessed with attractions such as beaches and resorts, cultural and natural tourist attractions as summarised in Table 3.3.

- ✚ Southwest Geo-political zone comprises mainly the Yoruba ethnic group (Osinubi, 2007), and it is made up of Ekiti, Lagos, Ogun, Ondo, Oyo and Osun States. The zone is made up of exotic tourist attractions such as beaches, resorts, natural, cultural and monuments, some of which are identified in Table 3.4.
- ✚ The South-East Geo-political zone is dominated by the Igbo Ethnic Group and made up of Abia, Anambra, Imo, Ebonyi and Enugu States. The tourist attractions in the zone include, cultural, art and crafts, beach and ecotourism as summarised in Table 3.5.
- ✚ The North Central Geo-political Zone is popularly known as the middle belt and comprises Benue, Federal Capital Territory, Kogi, Kwara, Nasarawa, Niger and Plateau States. There are several tourist attractions spread across each state, from cultural, natural, historical, wildlife, ecotourism and art and crafts. The attractions in each state in the zone are summarised in Table 3.6.
- ✚ The North-East Geo-political zone is located in the Northern part of Nigeria and has mainly the Hausa and Fulani ethnic groups. The zone is blessed with wildlife, ecotourism, cultural and historical monuments. It comprises Adamawa, Bauchi, Borno, Gombe, Jigawa, Taraba and Yobe States. The major tourist attractions within the state are summarised in Table 3.7.
- ✚ Northwest Geo-political zone is made up of Kaduna, Kano, Katsina, Kebbi, Sokoto and Zamfara states, also of the Hausa-Fulani ethnic groups. The major tourist attractions in this zone are historical monuments, cultural, wildlife and ecotourism. This is summarised in Table 3.8.

Table 3.3: Major Tourist attractions in the South-South Geo-political Zone of Nigeria

Geopolitical Zones	States	Major tourist Attractions	Nature of Occurrence	Classification of attractions
South-South	Akwa Ibom	Ekpo Masquerade	Man-Made	Cultural/Festival
		Ibena Sand Beach	Natural / Man-Made	Beach
		Ibom Hotel and Golf Resort	Man-Made	Resort
		Mary Slessor Lodge & Tomb	Man-Made	Historical Monument
		Oron Museum	Man-Made	Historical Monument
	Bayelsa	Ogidi Shrine	Man-Made	Cultural
		Oloibiri Oil Museum	Man-Made	Monument/Museum
		The Slave Tunnel	Man-Made	Historical Monument
		Various Fishing and Masquerade Festivals	Natural/ Man-Made	Cultural/Festival
	Cross River	Agboikim and Kwa water falls	Natural	Waterfall
		Drill Monkey Sanctuary	Man-Made	Zoological
		Obudu Cattle Ranch	Man-Made	Resort
		Tinapa Resort	Man-Made	Resort
		Cross River National Park	Man-Made	Ecotourism/Wildlife
		Rock with foot print	Natural	Natural
		Carnivals	Man-Made	Cultural/Festival
		National Museum	Man-Made	Historical Monument
	Edo	Ekpo Masquerades	Man-Made	Cultural/Festival
		Fuga Caves	Natural	Natural
		Somorika Hills	Natural	Natural
		Emotan Statue Benin	Man-Made	Historical Monument
		Bronze Casting Benin	Man-Made	Art and Crafts
		Igwe Festivals	Man-Made	Cultural/Festival
		Okomu Wildlife Sanctuary	Man-Made	Ecotourism
		Asoro Shrine	Man-Made	Religion/Traditional
	Delta	Sakpoba Holiday Resort	Man-Made	Resort
		Koko Port	Natural / Man-Made	Natural
		Escravos Beach	Natural	Beach
		Itsekiri and Agbasa Festivals	Man-Made	Cultural/Festival
		Chief Nana's Palace	Man-Made	Cultural/Monument

Compiled from the States websites, the Federal Ministry of Tourism, Culture and National Orientation (2008); Okpolo, 2008; Adora (2010); Akeredolu and Simeon (2010); Jiboku and Jiboku (2010).

Table 3.4: Major Tourist attractions in the South-West Geo-political Zone of Nigeria

Geopolitical zones	States	Major tourist Attractions	Nature of Occurrence	Classification of attractions
South-West	Ekiti	Olosunta hills, Ikere	Natural	Natural
		Ikogosi Warm Spring	Natural	Natural
		Erita Waterfall, Ipole Iloro	Natural	Natural
		Fajuyi Memorial Park, Ado	Man-Made	Historical Monument
		Ero Dam, Ikun	Man-Made	Resort
	Lagos	Takwa Bay, Eleko, Bar, Lekki , Badagry Beaches	Natural	Beach
		National Theatre	Man-Made	Historical Monument
		First storey Building, Badagry	Man-Made	Historical Monument
		National Museum	Man-Made	Historical Monument
		Slave Relics, Badagry	Man-Made	Historical Monument
		Holy cross Cathedral	Man-Made	Religion
		Eyo Festival	Man-Made	Cultural/Festival
		Apapa Amusement Park	Man-Made	Leisure
		Oba's palace, Lagos	Natural/ Man-Made	Historical Monument
		Olumo Rock	Natural	Natural
	Ogun	Adire Market, Abeokuta	Man-Made	Cultural
		Birikisu Sungbo Shrine	Man-Made	Religion
		Ancient Palace of Alake of Egbaland	Man-Made	Culture/Historical Monument
		Ogunde Theatre	Man-Made	Cultural/Festival
		Ojude Oba Festival	Natural	Cultural/Festival
	Ondo	Idanre Hills, Idanre	Natural	Natural
		Ebomi Lake	Natural	Natural
		Owo Museum	Man-Made	Historical Monument
	Oyo	Deji's Palace, Akure	Man-Made	Cultural/Historical Monument
		Oke Maria, Akoko	Natural	Religion
		Cave of Isarun	Natural	Natural
		Igbeti Hills	Natural	Natural
		Amusement Park, Ibadan	Man-Made	Leisure
		Calabash Carving	Man-Made	Art and Crafts
		University of Ibadan Zoological Garden	Natural/ Man-Made	Zoological

Osun	Aso-Oke Weaving, Iseyin	Man-Made	Cultural/Art and Crafts
	Alaafin of Oyo's Palace	Man-Made	Cultural/Historical Monument
	Old Oyo National Park	Man-Made	Historical Monument
	Erin-Ijesha Waterfall	Natural	Natural
	Osun Osogbo Festival	Man-Made	Religion
	Ife Museum	Man-Made	Historical Monument
	Ooni's Palace, Ile-Ife	Man-Made	Historical Monument
	Oranmiyan Staff	Man-Made	Historical Monument
	Ife Bronze	Man-Made	Historical Monument

Compiled from the States websites, the Federal Ministry of Tourism, Culture and National Orientation (2008); Okpolo, 2008; Adora (2010); Akeredolu and Simeon (2010); Jiboku and Jiboku (2010).

Table 3.5: Major Tourist attractions in the South-East Geo-political Zone of Nigeria

Geopolitical zones	States	Major tourist Attractions	Nature of Occurrence	Classification of attractions
South-East	Abia	National War Museum, Umuahia	Man-Made	Historical Monument
		Akwette Weaving Centre	Man-Made	Art and Crafts
		Long Juju of Arochukwu	Man-Made	Cultural/Festival
		Ohafia War Dancers	Man-Made	Historical Monument
		Pottery Works, Ishiagu	Man-Made	Art and Crafts
		Azumini Blue River	Natural / Man-Made	Natural
	Anambra	Ogbunike Caves	Natural	Natural
		Agulu Lake	Natural	Natural
		Aguleri Game Reserve	Natural	Wildlife/Ecotourism
		Rojeny Tourist Village	Man-Made	Resort
		Igboukwu Archaeological Excavation	Man-Made	Historical Monument
		Ofala Festival	Man-Made	Cultural/Festival
		Ijele Masquerades	Man-Made	Cultural/Festival
	Imo	Oguta Lake Holiday Resort	Man-Made	Resort
		Palm Beach Holiday Resort	Man-Made	Resort
		Amusement Park	Man-Made	Leisure
		Ikeji Festival	Man-Made	Cultural/Festival
		Nekede Zoological and Botanical Garden	Man-Made	Zoological Park
		Urashi River	Natural	Natural
		Amadioha Shrine	Natural	Cultural/Religion
	Ebonyi	Umuana-Afikpo Golden Sand Beach	Natural	Beach
		Salt Lake , Ohaozara	Natural	Natural
		Green Lake,	Natural	Natural

Enugu	Abakaliki		
	Nkwa Umuagboho	Man-Made	Cultural
	Nkalagu Silicon Sand	Natural	Natural
	Mmanwu Masquerades Festival	Man-Made	Cultural/Festival
	Nike Holiday Resort	Man-Made	Resort
	Ezeagu Tourist Complex	Man-Made	Leisure
	Opi Lake	Natural	Natural
	Ugwueme and Udi Hills	Natural	Natural
	Iva Valley Coal Mine	Natural /Man-Made	Natural

Compiled from the States websites, the Federal Ministry of Tourism, Culture and National Orientation (2008); Okpolo, 2008; Adora (2010); Akeredolu and Simeon (2010); Jiboku and Jiboku (2010)

Table 3.6: Major Tourist attractions in the North-Central Geo-political Zone of Nigeria

Geopolitical zones	States	Major tourist attractions	Nature of occurrence	classification of attractions
North-central	Benue	Ushogo hills	Natural	Natural
		Enemebaia warm spring	Natural	Natural
		Ikwe holiday resort	Man-made	Resort
		Dajo pottery	Man-made	Arts and crafts
		Montane game reserve	Natural /man-made	Wildlife/ ecotourism
		Kwagh-hir puppet festival, Gboko	Man-made	Cultural/festival
		Tiv anger weavers, ajikpo	Man-made	Arts and crafts
	Federal capital territory	Ibb golf course	Man-made	Historical sport
		Millennium park, Abuja	Man-made	Leisure
		Ushafa pottery village	Man-made	Art and crafts
		Abuja Zoological Garden	Man-made	Zoological
		Aso rock	Man-made	Natural/ historical monument
		National Assembly complex	Man-made	Historical monument
		Ecowas secretariat	Man-made	Historical monument
		Jabi dam	Man-made	Natural
		Abuja carnival	Natural/ man-made	Cultural/festival
	Kogi	Lord Lugard residence, Lokoja	Man-made	Historical monument
		Confluence of rivers Niger and Benue	Man-made	Natural
		Ovia osese festival, Ogori	Man-made	Cultural/festival
		Inikpi shrine	Man-made	Religion
		Mount Patti hills	Natural	Natural
		Iron of Liberty	Man-	Historical

	Kwara	War cenotaph	made Man-made	monument Historical monument
		Relics of colonial history	Man-made	Historical monument
		Ita-okweta weaving, Okene	Man-made	Art and crafts
		Obbo Aiyegunle lakes	Natural	Natural
		Wreckage of Mungo park boat	Man-made	Historical monument
		Tomb of emirs, Ilorin	Man-made	Historical monument
		Owe Kajita falls	Natural	Natural
		Owu waterfall	Natural	Natural
	Nassarawa	Peperuwa lake	Natural	Natural
		Akiri warm spring	Natural	Natural
		Reana salt village	Natural	Natural
		Eggon hills and caves	Natural/ man-made	Natural
		Doma dam	Man-made	Natural
		Farin ruwa falls	Natural	Natural
		Numan rocks	Natural	Natural
		Ogan fishing festival	Man-made	Cultural/festival
		Dyeing pits, lafia	Man-made	Art and crafts
		Calabash carving, lafia	Man-made	Art and crafts
Niger		Zuma rock	Natural	Natural
		Gurara falls	Natural	Natural
		Kanji lake/park	Natural/ man-made	Resort/ wildlife/ecotourism
		Myanka waterfall	Man-made	Natural
		Shirro dam	Man-made	Resort
		Brass/ glass works, bida	Man-made	Art and crafts
		Shere hills	Natural	Natural
Plateau		Kura falls	Natural	Natural
		Rayfield resort	Man-made	Resort
		Jos wildlife park	Natural	Ecotourism/wildlife
		Jos zoo and museum	Natural/ man-	Zoological/ historical

		made	monument
	Naraguta leather works	Man-made	Art and crafts
	Riyom rock formation	Natural	Natural
	Assop falls	Natural	Natural

Compiled from the States websites, the Federal Ministry of Tourism, Culture and national Orientation (2008); Okpolo, 2008; Adora (2010); Akeredolu and Simeon (2010); Jiboku and Jiboku (2010)

Table 3.7: Major Tourist attractions in the North-West Geo-political Zone of Nigeria

Geopolitical zones	States	Major tourist Attraction	Nature of Occurrence	Classification of attractions
North-west	Kaduna	Emir of Zazzau's palace, Zaria	Man-made	Historical monument
		Nok cultural safe, Kuwi	Man-made	Cultural/ historical monument
		Lord Luggard bridge, Kaduna	Man-made	Historical monument
		Maitsirga waterfall, Kafanchan	Natural	Natural
		Jakaranda pottery, Kaduna	Man-made	Art and crafts
		Kerfena hill, Zaria	Natural	Natural
	Kano	Audu bako Zoological garden	Natural/ man-made	Wildlife
		Emir of Kano palace	Man-made	Cultural/ historical monument
		Falgore game reserve	Natural	Wildlife/ecotourism
		Gidan Makama museum	Man-made	Historical monument
		Kofar mata dyeing pits	Man-made	Cultural/ art and crafts
		Bagauda lake resort	Natural /man-made	Resort
		The city walls and gates	Man-made	Cultural/festival
		Dala hills	Natural	Natural
	Katsina	11 th century Katsina city wall with 7 gates	Man-made	Cultural/ historical monument
		Emir of Katsina's palace	Man-made	Cultural/ historical monument
		Kusungu well, Daura	Natural /man-made	Cultural/festival
		Oldest learning institution in the north	Man-made	Historical monument
		Jubia holiday resort	Natural	Natural
		300years old Gobarau minaret, Katsina	Man-made	Historical monument
	Kebbi	Argungu fishing festival	Man-made	Cultural /festival
		Kanta Museum, Argungu	Man-made	Historical monument

	Sokoto	Girmace shrine, Zuru	Man-made 1	Religion/traditional
		Hubbaren Shehu (tomb of Shehu usman dan fodio)	Man-made	Cultural / historical monument
		Sultan's palace	Man-made	Cultural / historical monument
		Gilbadi rock formation	Natural	Natural
		Sokoto museum	Man-made	Historical monument
	Zamfara	Kalele hippo pools, maru	Natural	Natural
		Ancient settlement, Zamfara	Man-made	Historical monument

Compiled from the States websites, the Federal Ministry of Tourism, Culture and national Orientation (2008); Okpolo, 2008; Adora (2010); Akeredolu and Simeon (2010); Jiboku and Jiboku (2010)

Table 3.8: Major Tourist attractions in the North-East Geo-political Zone of Nigeria

Geopolitical zones	States	Major tourist Attraction	Nature of Occurrence	Classification of attractions
North-East	Adamawa	Njuwa fishing festival	Natural /man-made	Cultural/festival
		Koma hills	Natural	Art and crafts
		Gshaka gumti national park	Natural /man-made	Wildlife/eco-tourism
		Three sister rocks	Natural	Natural
		Lammurde hotspring	Natural	Natural
		Mandara mountain	Natural	Natural
		Sukur (heritage site)	Natural/ man-made	Historical monument
	Bauchi	Yankari games reserve	Natural	Wildlife/ecotourism
		Wikki warm spring	Natural	Natural
		Tafawa Balewa tomb	Natural	Historical monument
		Geji rock painting	Man-made	Historical monument
	Bornu	The Gwoza hills	Natural	Natural
		Lake alau	Natural	Natural
		Durbar and festivals	Man-made	Cultural/festival
		Sambisa game	Natural	Wildlife/ecotourism

	reserve	/man-made	
	Lake Chad game sanctuary	Natural /man-made	Wildlife/ecotourism
	Sana Kyarimi park zoo	Natural /man-made	Wildlife/ecotourism
	Jaffy falls	Man-made	Cultural/festival
	The Shehu's palace	Man-made	Cultural/ historical monument
Gombe	Balanga dam	Natural /man-made	
	Dadunkawa dam	Natural /man-made	
	Babayaro tomb	Man-made	Natural
	Tangale dome shaped rock formation	Natural	Natural
	Tula hills	Natural	Natural
Jigawa	Hadejia/ Nguru wetlands and bird's sanctuary	Man-made	Wildlife/ecotourism
	Wowan rafi lake	Natural	Natural
	Birnin kudu rock painting	Man-made	Historical monument
	Baluriya birds sanctuary	Natural	Wildlife/ecotourism
	Ringim dyeing pits	Natural	Art and crafts
Taraba	Mambilla tourist centre	Man-made	Leisure
	Hashaka games reserve	Natural/ man-made	Wildlife/ecotourism
	The mysterious rock formation at Kpambo	Natural	Natural
	Marmara crocodile pond, Wukari	Natural	Natural
Yobe	Dagona bird's sanctuary	Natural	Wildlife/ecotourism
	Bade annual fishing festival	Man-made	Cultural/festival
	Daniski hills	Natural	Natural
	Gujba forest reserve	Natural/ man-made	Wildlife/ecotourism
	Fika ancient town,Fika	Man-made	Cultural/ historical monument

	Bula Turaoasis, Nguru	Natural	Natural
	Mai madrinama's palace	Man- made	Cultural/ historical monument

Compiled from the States websites, the Federal Ministry of Tourism, Culture and National Orientation (2008); Okpolo, 2008; Adora (2010); Akeredolu and Simeon (2010); Jiboku and Jiboku (2010)

Also shown Table 3.9 below are the different categories of tourists' attractions in Nigeria and the number of each of the types listed against the categories.

Table 3.9: Attractions Categories

Category	Number
Cultural/Festival	25
Beach	4
Resort	12
Historical Monument	49
Museum	2
Waterfall	3
Zoological gardens	5
Ecotourism/Wildlife	59
Natural	15
Arts and Crafts	12
Cultural/Monument	5
Leisure	5
Religion	
World Heritage sites	2

Source: From tables 3.3 to 3.8 above

3.10 Appraisal of Selected Sites

Having identified the numerous tourist attractions by geopolitical zones, two zones were selected for critical appraisal in order to be acquainted with the current state of the sites. This was done using the simple random and convenience methods and afforded an opportunity to ascertain the level of tourism infrastructure development. In addition, the selection was also

based on the heterogeneous nature (hill, water, and man-made) of the attractions. These are the Ikogosi warm spring (South west), Mount Patti, The Confluence, European Cemetery, Museum and the first Primary School in Nigeria (North central) and Idanre hills (South west).

3.10.1 Ikogosi Warm Spring (Ekiti State) Case Study

Like other States in Nigeria, Ekiti State is endowed with numerous tourist attractions amongst which is the Ikogosi warm spring located about 35 km Northwest of Ado-Ekiti, the State capital. Historically, the spring, made up of hot and cold water from different sources is believed to be the wives of a husband who turned into the spring water (warm and cold) in the wake of a rift between them (Jegede, 1998; Ekiti State Government, 2009). The spring is said to have been discovered about 300 years ago and has therapeutic power to cure diseases as narrated by the tour guide and also stated on the Ekiti website. Both springs meet at a valley and flow into a pool, each retaining its thermal identity (Ekitinigeria.net).

Although, the warm spring can be assessed through the state capital, Ado-Ekiti, public means of transportation is very limited, except for common motor bikes being used for transportation within the town. Approaching the sites shows a sign post welcoming tourists to the warm spring as shown in Figure 3.4. Figure 3.5 and 3.6 shows the source of the warm spring, Figure 3.7 shows warm water gushing from source. Figure 3.8 shows the source of the cold water while Figure 3.9 and 3.10 Show the meeting point of the warm and cold water.

Figure 3.4: Signposts at the Entrance Welcoming Tourists



Source: Researcher's Field Survey (2009)

Figure 3.5: Source of the Warm Spring



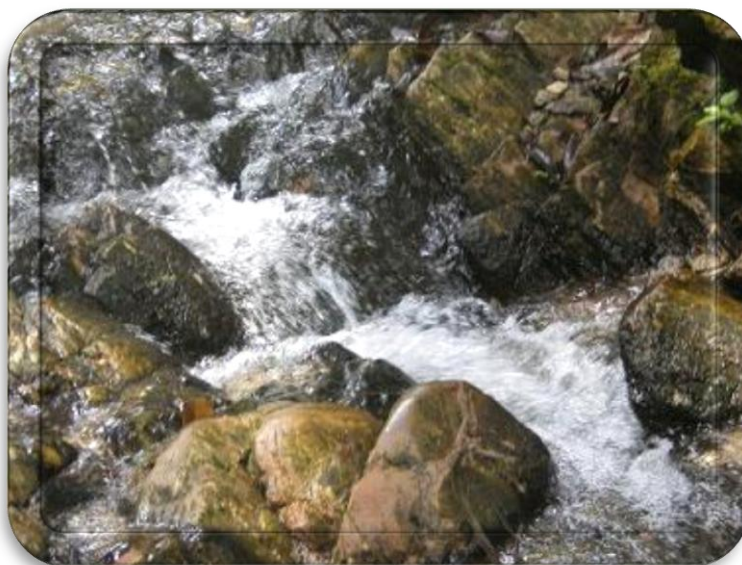
Source: Researcher's Field Survey (2009)

Figure 3.6: Source of the Warm Spring, From a Distance



Source: Researcher's Field Survey (2009)

Figure 3.7: Warm Water Gushing out from the Source



Source: Researcher's Field Survey (2009)

Figure 3.8: Source of the Cold Water



Source: Researcher's Field Survey (2009)

Figure 3.9: Meeting Point of the Warm and Cold Water



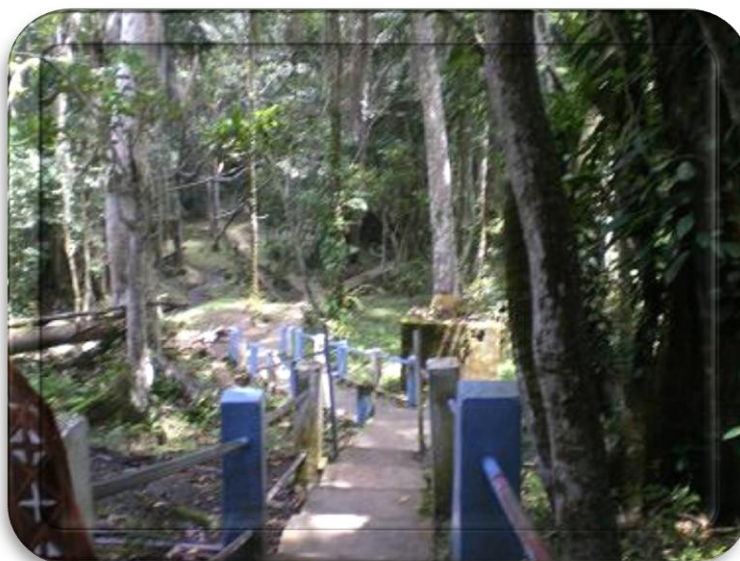
Source: Researcher's Field Survey (2009)

Figure 3.10: Meeting Point of the Warm and Cold Water



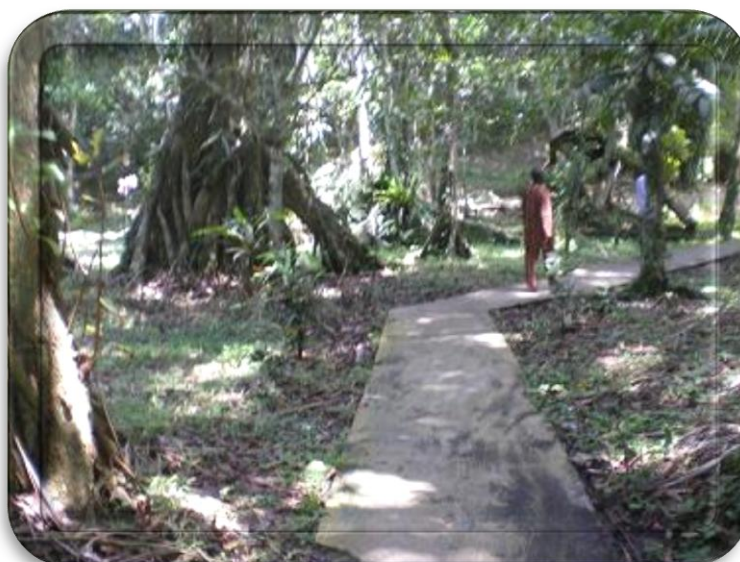
Source: Researcher's Field Survey (2009)

Figure 3.11: Thick Vegetation and Undulating Topography



Source: Researcher's Field Survey (2009)

Figure 3.12: Thick Vegetation and Undulating Topography



Source: Researcher's Field Survey (2009)

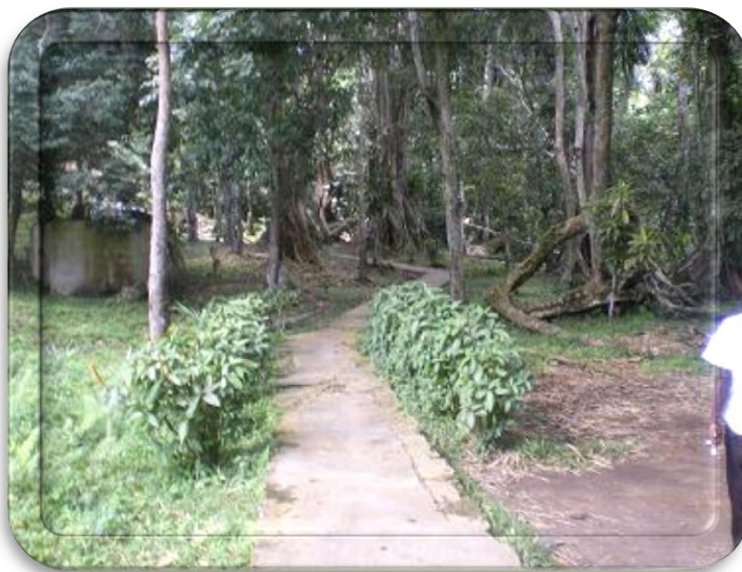
Ikogosi warm spring covers about 31.38 hectares with undulating topography and is blessed with cool atmosphere, and naturally thick vegetation which protects it from erosion and prevents direct heat from the sun as shown in Figure 3.11 and 12. These can further be beautified by introducing lawns and stone pitching future prevention from erosion.

The tourist site was acquired by the state government from Baptist mission in 1978 (Jegede, 1998). The government developed it by introducing additional facilities such as a modern conference centre, guest chalets and a zoo, a swimming pool and accommodation around the spring for tourism purpose as stated by Oladipo et al, (2005).

However, the situation at the time of site visit shows that so much is necessary to beautify it further.. The soft landscaping were scanty shrubs and the natural vegetation from the surrounding thick forest. The facilities are not adequate, the parking spaces are not distinct, there is no man- made landscaping to the existing thick forest apart from the paved path and steps leading to the source of the spring (Figure 3.13 and 3.14) and neither were there seats for tourists or anywhere for relaxation except for the swimming area (Figure 3.15 and 3.16). Toilet facilities and catering facilities were also absent. Some of the facilities are too far apart, curtailing tourist experience.

It was discovered that the peak demand for this tourist attraction is mainly at specific periods with a handful at weekends and at festive periods as explained by the tour guide. One hundred naira is charged from tourists as entry fee, which is forty percent of the average daily wage of two hundred and fifty Naira, given that seven thousand five hundred Naira is the minimum wage. Explaining further, the guide said, although records of tourist visits are compiled occasionally, the low patronage has not encouraged good record keeping and the amount generated is not enough for further development as no significant changes have taken place since the first development about fifty years ago. All the government has done as noted by the guide is the replacement of the roof over the warm spring source.

Figure 3.13: Paved Path and Steps Leading to the Warm Spring Source



Source: Researcher's Field Survey (2009)

Figure 3.14: Paved Path and Steps Leading to the Warm Spring Source



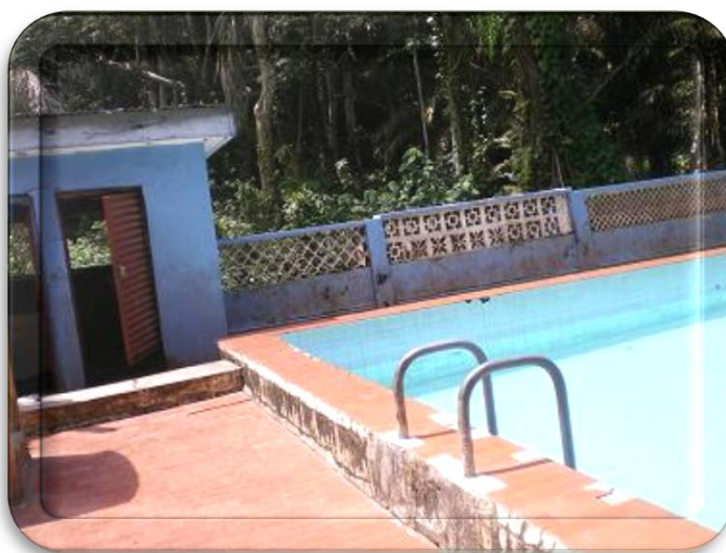
Source: Researcher's Field Survey (2009)

Figure 3.15: Swimming Pool



Source: Researcher's Field Survey (2009)

Figure 3.16:Swimming Pool



Source: Researcher's Field Survey (2009)

Figure 3.17: Water Pipe Being Used to Tap Water from the Source for Commercial Purposes



Source: Researcher's Field Survey (2009)

Figure 3.18: Water Pipe Being Used to Tap Water from the Source for Commercial Purposes

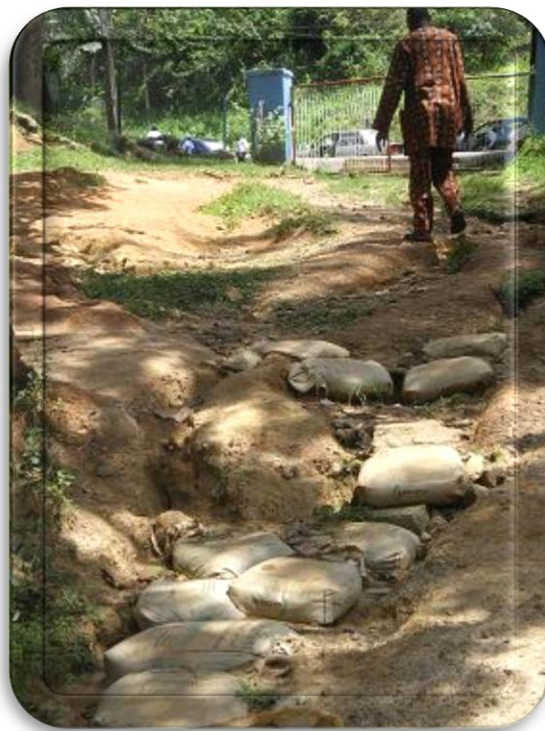


Source: Researcher's Field Survey (2009)

The Government is not fully exploiting the attraction for tourism purposes but for the commercial value of tapping the water, purifying and bottling it as seen in Figure 3.17 and 3.18

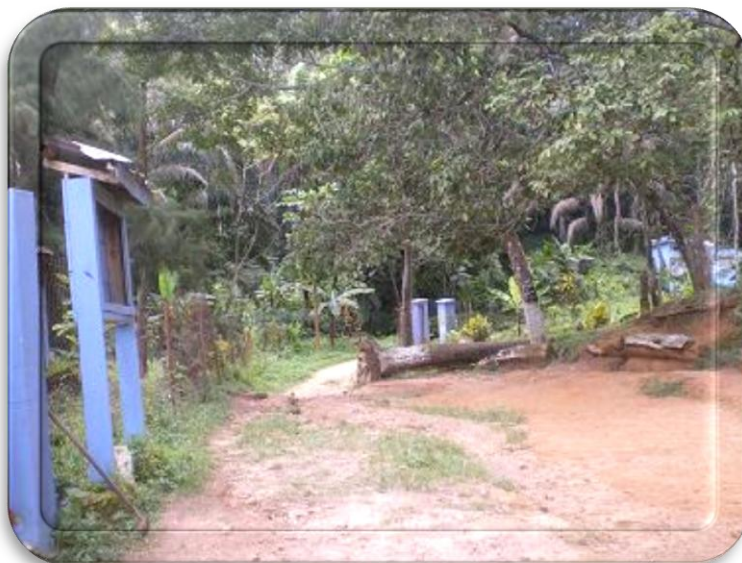
When asked if the public is aware of the existence of the attraction, the guide said the public is aware but because the site is ill maintained and unattractive, visitors are low in number. The guide supported the idea that beautifying the attraction through landscaping and providing the necessary tourism supporting infrastructures would increase patronage. Also noted during the site visit are the poor accessibility as shown in Figures 3.19 and 3.20 which is a major problem combined with the dilapidated structures especially accommodation chalets as seen in Figures 3.21 and 3.22.

Figure 3.19: Poor Accessibility



Source: Researcher's Field Survey (2009)

Figure 3.20: Poor Accessibility



Source: Researcher's Field Survey (2009)

Figure 3.21: Dilapidated Accommodation Facilities



Source: Researcher's Field Survey (2009)

Figure 3.22: Dilapidated Accommodation Facilities



Source: Researcher's Field Survey (2009)

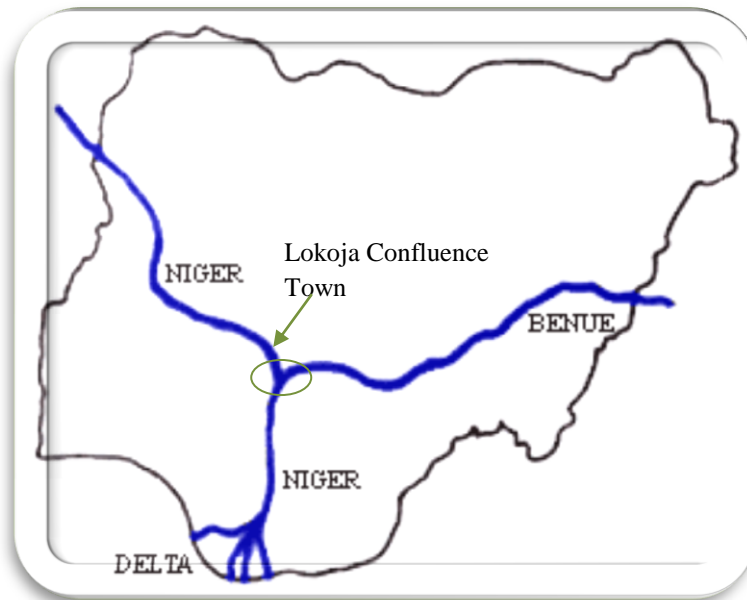
In order to upgrade Ikogosi warm spring to an appreciative level for tourists' patronage, addition of landscaping features both soft landscaping and hard landscaping to the very scanty ones are needed. Shrubs, flowers, hedges, lawn, street furniture, fountains, well defined paths and walkways, kerbs, car parks, garden seats, improvement of accessibility, provision of a better signpost to welcome tourists and signs for direction, provision of catering facilities, renovation of the guest chalets and a general facelift and provision of infrastructure and keeping of adequate tourist records..

3.10.2 Lokoja (Kogi State)

Lokoja, the Kogi state capital located within the North Central geopolitical zone was also visited to ascertain the level of tourism activities and tourism infrastructures. The town is about 162 kilometres from Abuja, the capital of Nigeria and lies on latitude 7° 47' north of the equator and longitude 6° 43' east of the meridian, Duze and Ojo (1977). Lokoja town is accessed from the North through the Federal Capital Territory, from the south through Okene and from the east

through Ajaokuta. With radius of 16kilometers from the centre, it lies between Mount Patti and the confluence of rivers Niger and Benue as shown in Figure 3.23.

Figure 3.23: Showing the meeting point of River Niger and Benue



Source: <http://www.motherlandnigeria.com> Accessed on 23/5/2009

The town was founded in 1854 by William Balfour Baike in the company of Bishop Samuel Ajayi Crowther (Jegede, 1998). The town served as the administrative headquarters of the colonial government of Lord Fredrick Lugard who was the first governor general after the amalgamation of Northern and Southern Nigeria into one nation in 1914, therefore making it a potential tourist attraction. Interestingly, the town has about twelve tourist attractions scattered within the metropolis that range from historical monuments to natural scenery (Kogi State Tourist Guide) which makes it a one stop tourist haven and includes:

The **Confluence** of the gentle and peaceful flowing rivers Niger and Benue, whose source was navigated by Mungo Park, and greatly explored by the Lander brothers, Richard and John, Lander between 1830-1832. It was discovered that the two rivers meet at a point in Lokoja forming a 'Y' shape and flows southwards into the Atlantic Ocean as seen in figure 3.24 and 3.25.

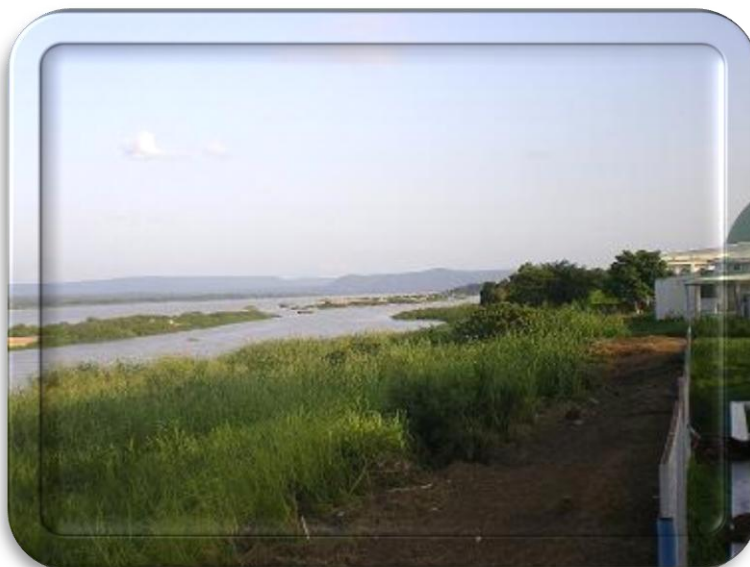
Mount Patti is another great tourist attraction with a meandering road leading to the top of the mountain which is about 458m above sea level “Patti” means hill in Nupe language. The Patti plateau is about 15 square kilometres flat top (Adurodija, 2006). This mountain served as a refuge site for the natives and was first used by the Europeans, where they built rest houses and enjoyed a good view of the confluence and scenery of Lokoja and nearby villages as seen in figures 3.26 and 3.27 and 3.28, 3.29 and 3.30.

Figure 3.24: Confluence of Rivers Niger and Benue



Source: Researcher's Field Survey (2009)

Figure 3.25: Confluence of Rivers Niger and Benue



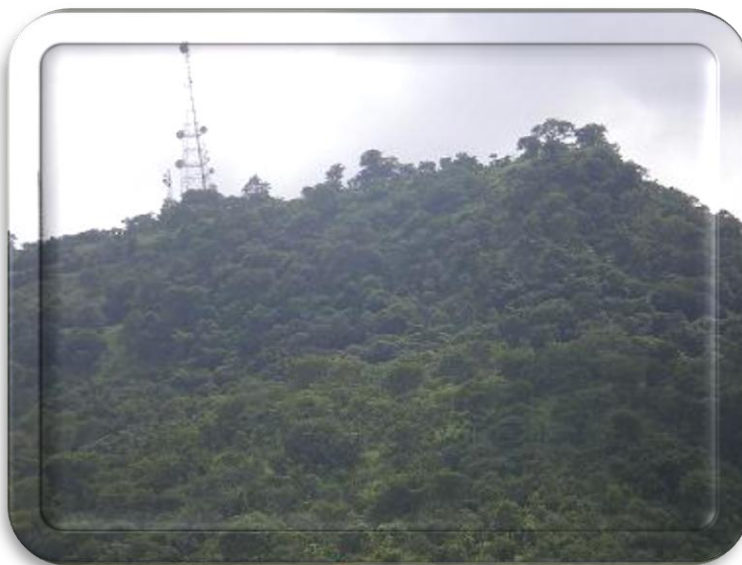
Source: Researcher's Field Survey 2009

Figure 3.26: Showing the Peak of Mount Patti from the East



Source: Researcher's Field Survey (2009)

Figure 3.27: Showing a closer view of the Peak of Mount Patti from a Distance



Source: Researcher's Field Survey (2009)

Figure 3.28: Showing Lokoja Town from the Peak of Mount Patti



Source: Researcher's Field Survey (2009)

Figure 3.29: Showing Lokoja Town from the Peak of Mount Patti



Source: Researcher's Field Survey (2009)

Figure 3.30: Aerial View of Lokoja Town from the Peak of Mount Patti overlooking the Confluence



Source: Researcher's Field Survey (2009)

Another attraction is the **Iron of Liberty** (Figure 3.31 and figure 3.32), an iron which slaves touched to regain their freedom when the British government took the step to put an end to slavery and waged war against slave trading during the slave era in the 18th and 19th centuries, Lokoja was then the prominent slave route before it was abolished.

Figure 3.31: A Plaque of Bishop Ajayi Crowther



Source: Researcher's Field Survey (2009)

Figure 3.32: The Iron of Liberty



Source: Researcher's Field survey 2009

The **Cenotaph and war armoury** are relics of weapons erected in commemoration of the fallen heroes who fought in the First and Second World Wars in 1914 -1918 and 1939-1945 respectively. The armorial is a massive concrete block with old artillery mounted on it; this is shown in figures 3.33 and 3.34.

The **European and African cemetery** shown in Figure 3.35 and 3.36 is a cemetery where European and African missionaries were buried. It has about six hundred graves each with inscription of age, origin and nature of death.

Figure 3.33: The Cenotaph and war armoury



Source: Researcher's Field survey 2009

Figure 3.34: The Cenotaph and war armoury



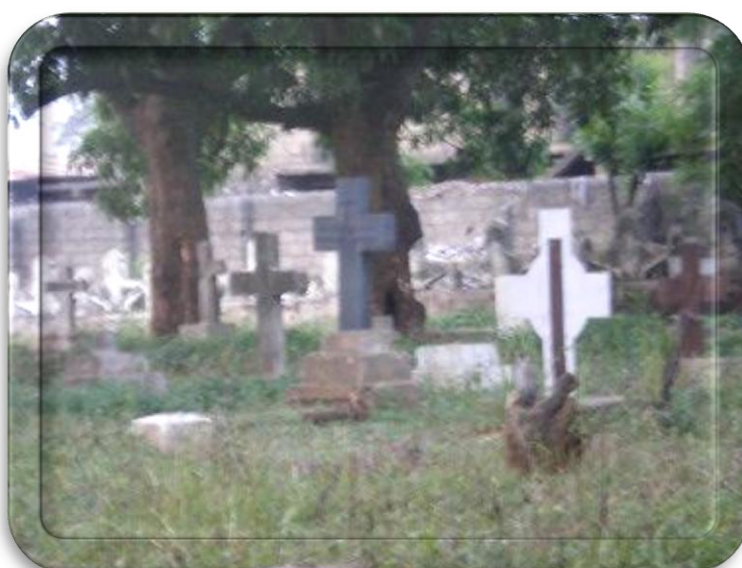
Source: Researcher's Field Survey 2009

Figure 3.35: The European Cemetery



Source: Researcher's Field Survey 2009

Figure 3.36: The European Cemetery



Source: Researcher's Field Survey 2009

The spot where the **Royal Niger company flag was lowered** in 1900, shown in Figures 3.37 and 3.38 to symbolize the end of slavery

Figure 3.37: The Spot Where the Niger Flag was Lowered



Source: Researcher's Field Survey 2009

Figure 3.38: The Spot Where the Niger Flag was Lowered



Source: Researcher's Field Survey 2009

The **first primary school** in northern Nigeria founded in 1865 by the late Bishop Ajayi Crowther; built with burnt brick and with roof shaped like pyramid shown in Figure 3.39 and 3.40. As at the time of the visit, the building was in a state of dilapidation and nothing was being done to restore and conserve the building for posterity and tourism purposes.

Figure 3.39: The First Primary School in Northern Nigeria



Source: Researcher's Field Survey 2009

Figure 3.40: The First Primary School in Northern Nigeria

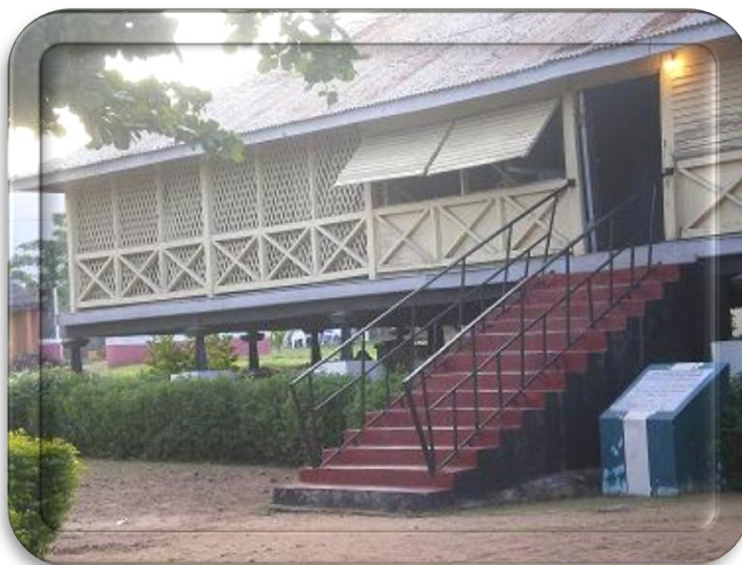


Source: Researcher's Field Survey 2009

Lord **Luggard Lodge** which is located within the town is another attraction. Lord Luggard was the architect of indirect rule and the then British High Commissioner, he had his official residence built from prefabricated materials brought in from Britain and assembled without using any nail. The lodge provided accommodation for him and his senior staff and has now been converted into a museum, this is shown in Figures 3.41 and 3.42

Luggard Rest house, located on Mount Patti, overlooking the River. The building allowed a good view of sighting of the enemy on the Niger River. Made from local materials, it is in a state of disrepair as seen in Figures 3.43 and 3.44. These are wonderful legacies that should be developed as national treasures.

Figure 3.41: Lord Luggard Lodge



Source: Researcher's Field Survey 2009

Figure 3.42: Lord Luggard Lodge



Source: Researcher's Field Survey 2009

Figure 3.43: Lord Luggard Rest House



Source: Researcher's Field Survey 2009

Figure 3.44: Lord Luggard Rest House



Source: Researcher's Field Survey 2009

Other attractions include the **tombs** of the emirs of Zaria, Bida, and Kano who were deposed and exiled in Lokoja because of their opposition to colonial rule, the **first prison yard** in the

northern Nigeria, the **first cantonment church** in the Northern Nigeria, the **Safe of the first bank** in the northern Nigeria and the **Magazine hill**.

The location of these attractions within Lokoja town affords tourists the opportunity to visit so many tourists attraction located within the same vicinity. However , the visit to these sites was not different from the earlier ones discussed above, surprisingly a tourist could just walk-in and out of these attractions at any time as there were no tour guides seen in any of the tourist attractions, except for the museum, tour guides are therefore needed in all the attractions to guide tourists.

It is assumed on the part of the researcher that no tourism activities take place in all the places mentioned above. From observation and from the photographic evidence shown above, most of the buildings and attractions are dilapidated and need renovation and landscaping features. Also is the need for the broken and fallen tomb stones in the European cemetery to be re erected and grass mowed and kept neat at all times.

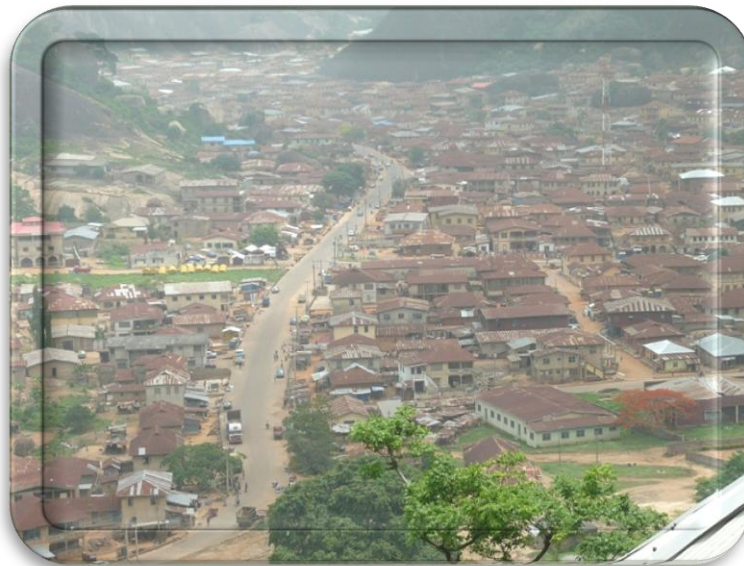
Obviously, sustainable tourism cannot take place if most of these attractions are ill maintained and in neglect. The tourist attractions in Lokoja town are predominantly historical monuments which should attract tourists far and wide and are enough opportunities for revenue generation and employment if properly developed. However, it gives the impression of being only recognized by the government and not being considered as tourist attractions.

3.10.3 Idanre Hills

The third tourist attraction visited was a hill based attraction known as the Idanre hills in Ondo state; this was done in order to also ascertain the state of development. The historical town of Idanre is surrounded by hills and located about 15km from Akure ,the Ondo State capital. Ondo State is located in the South Western part of Nigeria between longitudes 4°30'E and 6°00'E and latitude 5°45'N and 8°15'N (Ondo State Tourist Guide, 2010) and comprises eighteen Local Government areas.

Idanre town covers an area of about 600 square miles and has a population of about one million people. The town shares boundary with Edo state and is surrounded by rocks believed to serve as some forms of security and protection around the town. Idanre town is made up of the New Idanre located at the foot of the hills, revealed to be about seventy years old and the Oke-Idanre, also known as the ancient Idanre, situated on the hill top, where the Idanre people lived for 800 years before descending in 1928. The aerial view of the new Idanre can be seen from the hill top as shown in Figure 3.45. The ancient Idanre town at the top of the hill, the surrounding rocks and hills ranging from between 500meters to 900meters from the ground level, make Idanre

Figure 3.45: Aerial View of New Idanre from the Hill Top

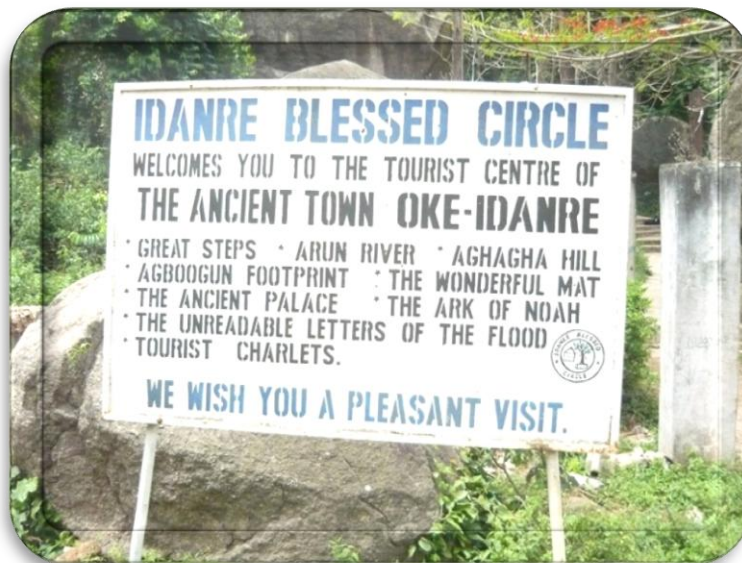


Source: Researcher's Field Survey 2009

town a potential tourists centre in Nigeria.

Linking both the New Idanre and the ancient Idanre are six hundred and Sixty steps (660) along the Orosun hill from the base up to the peak of about 392meters which serves as a form of exercise for every visitor. At the entrance to Oke-Idanre is a signpost displaying all attractions atop the hill as shown from figure 3.46 to 3.49. Along these steps are five resting points (Figure 3.50), each having its significance and meaning to the Idanre people. From the site visit, evidence of tourism was noticed as can be seen from the signpost in Figure 3.46, however, the patronage is low as narrated by the tour guide.

Figure 3.46: Signpost at the Foot of the Hill



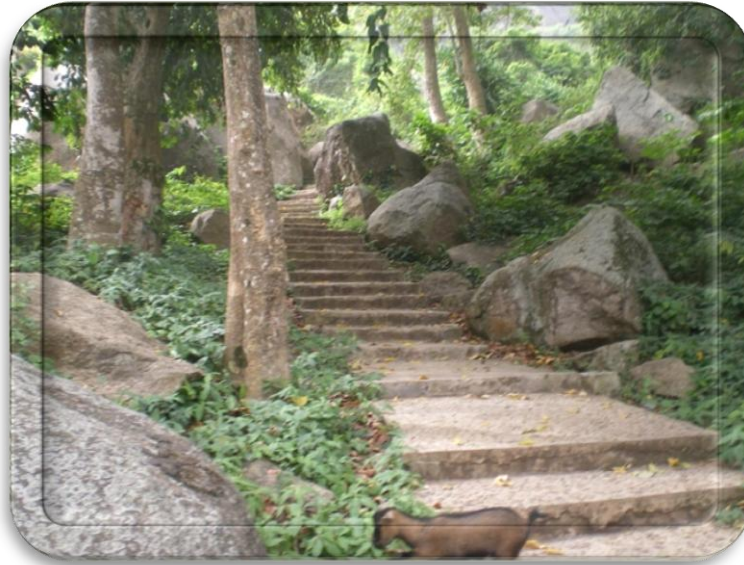
Source: Researcher's Field Survey 2009

Figure 3.47: Entrance at the Foot of the Hill



Source: Researcher's Field Survey 2009

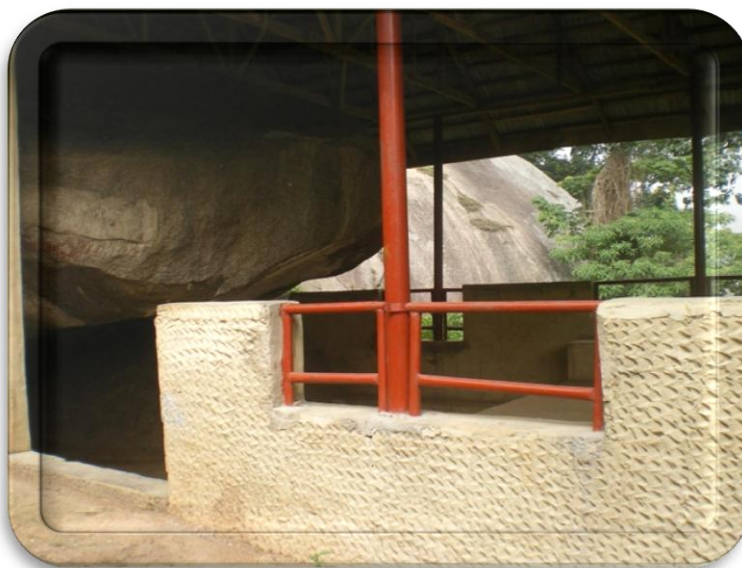
Figure 3.48: Showing Steps Leading to Oke-Idanre



Source: Researcher's Field Survey 2009

Spread at the top of the ancient hill are different features such as the ancient palace, where the monarchs lived for 800 years (Figure 3.50), with different statues serving as pillars; the room with cow heads, signifying the number of years the king ruled; the handwriting on the rock; the healing river (Arun river); the Agbogun footprint, which fits any foot no matter what foot size is placed on it. Also, there is the local primary school (Figure 3.51), the local court built in 1906 with features such as witness box, prosecutor's seat and defence seat, two cells for male and female accused persons; the rock with unreadable lettering, each visitor has a different interpretation of the lettering on the rock; also on the top is the ancient mausoleum, the burial chamber of past Owas (Kings); and other numerous and interesting features as seen from figures 3.52-3.54.

Figure 3.49: Resting Point along the Steps



Source: Researcher's Field Survey 2009

Figure 3.50: The Ancient Palace Courtyard



Source: Researcher's Field Survey 2009

Figure 3.51: The Ancient Primary School



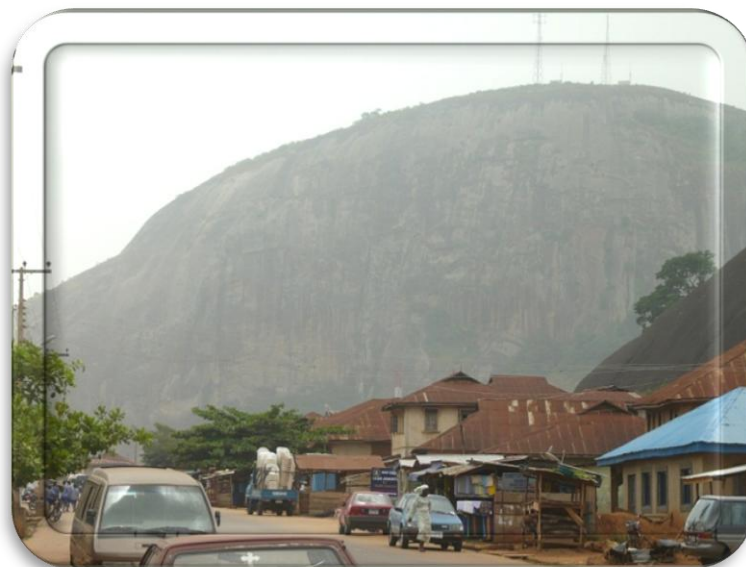
Source: Researcher's Field Survey 2009

Figure3.52: Showing Views of Other Rocks



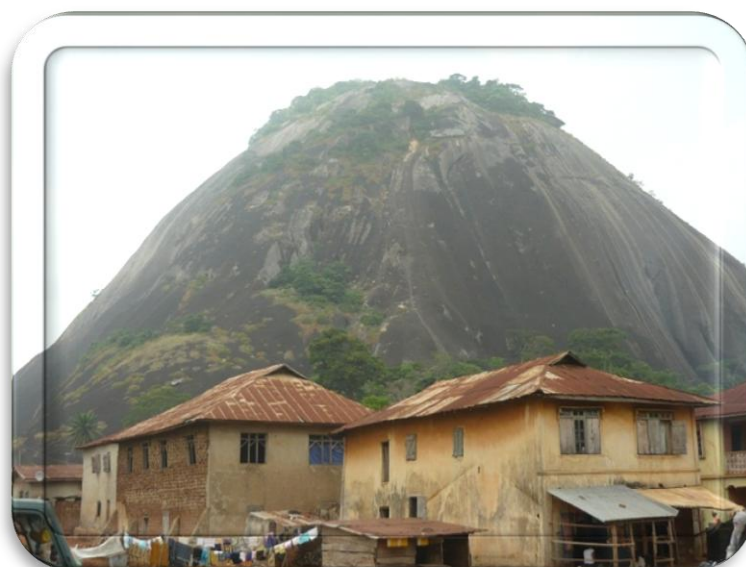
Source: Researcher's Field Survey 2009

Figure 3.53: Showing Views of Other Rocks



Source: Researcher's Field Survey 2009

Figure 3.54: Showing Views of Other Rocks



Source: Researcher's Field Survey 2009

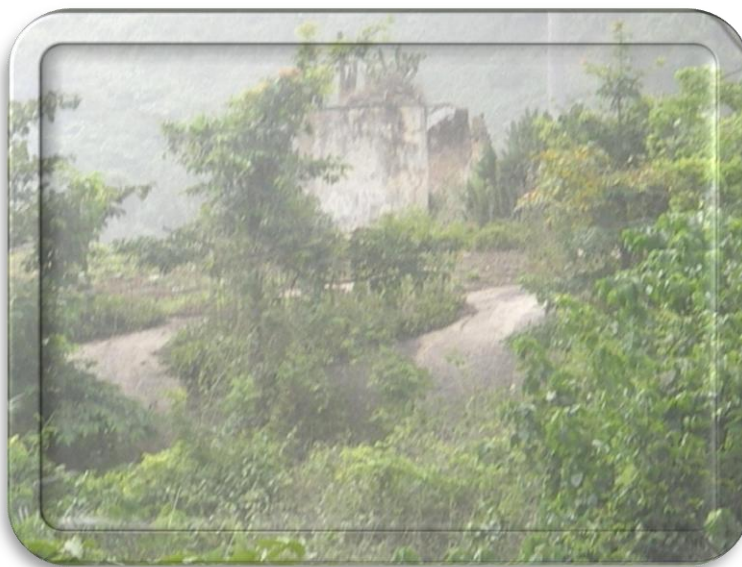
Interestingly, many of the old buildings at the top of the ancient Idanre overlooking the New Idanre town are chalets built by the State Government as shown in Figures 3.55 and figure3.56. Unfortunately, the chalets have suffered neglect and need various forms of renovation. Old Idanre has also suffered dilapidation and there is need for urgent attention, as these have been neglected and are only used occasionally during the town's festivals. Idanre town has enough tourist attractions both at the base and at the top of the hills; however, this can only be recognised if the state government makes concerted effort to develop it as a tourist centre.

Figure 3.55: Showing Abandoned Chalets



Source: Researcher's Field Survey 2009

Figure 3.56: Showing Dilapidated Chalets



Source: Researcher's field survey, 2010

Table 3.10 shows the yearly tourist visits recorded from 2006 to 2010 by the state tourism board. 50 percent of the tourists who visited were students from various secondary schools spread across the State who visited for educational purposes. Students visit more as shown in Table 3.10. Adults and children were distinguished in the table for easy accountability, since the children have subsidised entry fees.

Table 3.10: Idanre Hills Tourist Arrivals from 2006- 2010

Year	Category		Total
	Adult	Children	
2006	317	579	896
2007	254	509	763
2008	1041	4025	5066
2009	1572	3174	4746
2010 (Jan and Feb)	213	428	641 (As at February)

Source: Data compiled from Ondo State Tourism Board 2010

Improving on the general aesthetics through landscaping, renovation and preservation, adding supporting services such as restaurants, hotels, and effective marketing to create awareness, will bring not only Idanre town into tourism limelight but Ondo State in general. The theoretical proposition is that if Idanre hills are developed and beautified with abundance of facilities, tourism will be boosted.

Although records of tourist visits are well documented unlike the Ikogosi and Lokoja attractions, these are not forwarded to the appropriate tourism authorities concerned at the national level, they are kept for future reference by the State tourism board; however the patronage is not satisfactory. The Government needs to have a proactive role in tourism development in many of the attractions, due to the fact that tourism helps in community development and as such will help enhance infrastructure provision. This in turn will help assist tourism development and render it sustainable.

3.11 Summary

This chapter has attempted to review relevant literature on tourism and tourism infrastructure in Nigeria and elaborated on the abundance of tourist attractions in Nigeria, which are sufficient enough to diversify the economy away from oil. The review revealed the poor state of many of these sites and concludes that patronage can only be improved if attention is paid to modernising these attractions.

The literature shows that tourism potentials in the African continent with emphasis on Nigeria, is still very much underutilised and undeveloped. The neglect of the Nigerian tourism sector and failure to grow the industry with the necessary infrastructure and supporting institutions, has not made it inviting for private sector participation in the tourism sector, which is very much unlike other countries with developed tourism sector. Tourism is a venture which requires upfront investment (Stock, 2004); necessary to enhance tourism infrastructures and services if tourism is to be considered as an attractive venture for economic diversification in Nigeria and if development is to spread evenly from the cities to local regions. For effective sustainable tourism, Jamieson (2006) argues that there should be community control, tourism should provide quality employment and linkages between local business and tourism; establish a code of practice at all levels, that is, national, regional and local, as well as guidelines acceptable to international standard; in addition to educating and training local people.

The chapter also revealed that efforts have been made severally at developing Nigerian tourism, dating as far back as 1959 (Anad, 1997; Raj, 2002) with recommendations yet to be implemented. In 1990, the tourism policy was enacted and similarly not executed, in spite of the fact that many states have made tourism a vital aspect of their strategic economic plan. Also, in 2005, the Nigerian tourism master plan was developed, till now, the implementation which was to be in phases, is still to be fully realized. Quiet apart from these issues is the inability of the Nigerian government to keep adequate records of tourist information. For tourism to flourish, there should be good management of facilities, adequate funding by the government, and private sector participation. In addition, is the inadequate keeping of comprehensive tourist records and statistics, lack of personnel, enlightenment and staff training, non promotion of tourist attractions and lack of adequate publicity of most tourist attractions, as such there cannot be sustainable tourism if these problems are not addressed. From the afore mentioned, it comes as no surprised that Nigerians do not value local tourist destinations in the same light as their international counterparts. There is therefore the need to investigate the reasons the various recommendations were not implemented.

Chapter Four

Research Methodology



4. CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

This chapter discusses the methodology used in carrying out this research work in order to achieve its aims and objectives. The chapter discusses the research process, methods of data gathering and analytical methods used and how the research was conducted.

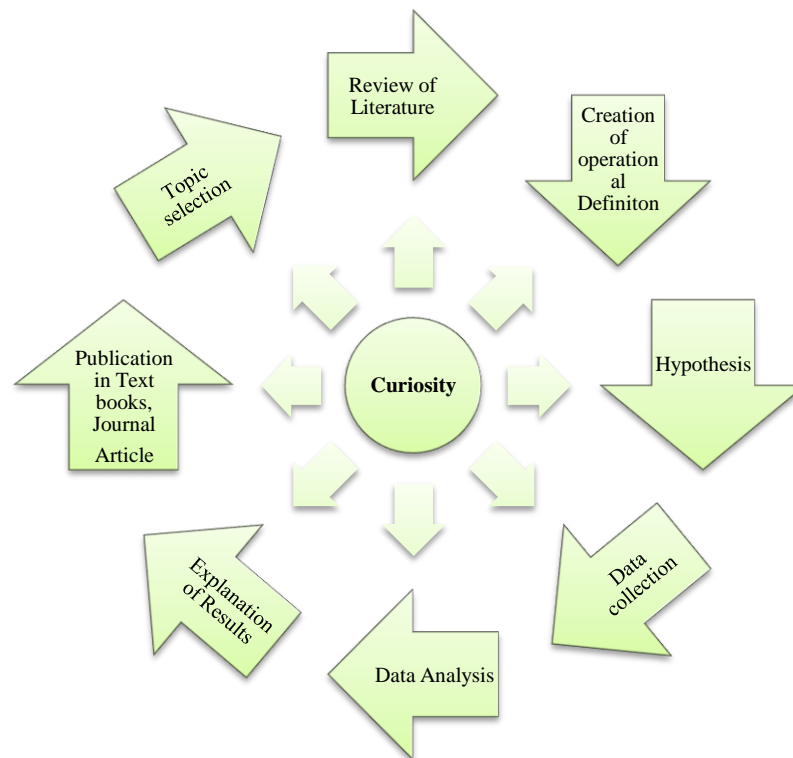
4.2 Overview of Research

Research as defined by Kothari (2007) is an original contribution to the existing stock of knowledge through study, observation, comparison and experiment. While researchers like Henrichsen et al (1997) describe it as an organised and systematic way of finding answers to questions organised such that there is a structure to be followed and at the end find answers to the questions, Goddard and Melville (2007) on the other hand argued that it is about creating that which does not currently exist. Additionally, it is a formal and methodical search for solutions to problems (Suleiman, 2007).

However to clarify the above, Dane (1990), emphasized that the ultimate goal of a research is to formulate questions and to find answers to questions through a process which is summarised in Figure 4.1 below. Research can therefore be said to be a careful and systematic way of enhancing knowledge through the investigation of the unidentified, in order to confirm or gain new knowledge. This research therefore seeks to find answers to the research questions posed in chapter one.

Research methodology on the other hand basically involves the procedures of data gathering, data analysis and data presentation of a research study. It is a way to systematically solve the research problem (Kothari, 2007). The essence as stated by Olotuah (2000) is to formulate appropriate methods, taking into cognisance the research problem, aim and objectives on the one hand and conducting the research in order to obtain desired results on the other hand. It is therefore an important step in the research process.

Figure 4.1: Processes of Research



Adapted from Dane (1990)

4.3 Philosophical Assumptions in Research

The purpose of doing research as previously mentioned is to gain a better understanding of a problem and a methodological search for solutions to the problem (Suleiman, 2007); Research is also to explore and analyse general issues and generate new knowledge (Collis and Hussey, 2009). This has caused researchers to continually and actively be involved in searching for new discoveries for the benefit of mankind (Ratman, 2002).

However, before a research is undertaken, there has to be a philosophical basis of the research; a philosophical position and orientation towards the inquiry (Graham and Thomas, 2008) which is better expressed before the start of the research (von der Gracht, 2008). Philosophy therefore is a relentless investigation of underlying propositions of empirical sciences, a verification of our assumptions about man and the universe (Singh, 2008). Thus, research philosophy represents the way in which the researcher views the world, and this directly influences how data about a

phenomenon is collected, analysed and applied. In other words, it depicts the type of strategies and methods applied in the research (von der Gracht, 2008). It is a basic set of belief that guides action (Creswell, 2009) and helps to determine the structure and shape of research (Schumann, 2006)

Fundamentally, there are three reasons why research philosophy is important as noted by Nightingale (2011), firstly, to help decide on the overall research strategy, secondly, to avoid unnecessary work and thirdly to help choose or adapt research methods according to the knowledge structure and experience. In view of this, there are four philosophies in research, the positivism/post positivism, interpretive/constructivism, Pragmatism and advocacy/participatory (Creswell, 2009; Tashakkori, 2006). For the purpose of this research, only three will be discussed and the one relevant to the research will be adopted.

Positivism is based on the belief that strives to explain phenomena in order to predict and control them (Decrop, 2004) and only knowledge gained through observation including measurement is reliable (Erthridge, 2004). The researcher sees people as phenomena to be studied, explaining their behaviour using theories and models which have been developed by the researcher on the basis of facts and observation (Veal, 2006). Thus, numeric measures of observation and studying of behaviour of individuals are important to a positivist (Creswell, 2009). In doing that, social behaviour can be predicted and controlled as long as cause- effect relationships are ascertained (Ayikoru, 2009). These assumptions therefore makes it possible for the positivist to utilise quantitative methods to measure that reality assumed to be driven by natural laws, which therefore makes it objective leaving no opportunity for error for the dependent variable (Schumann,2006; Ayikoru, 2009)

Interpretive on the other hand, is a contrast to positivism and stresses that reality is not objective but socially constructed (Decrop, 2004) and places more reliance on the people being studied, seeking explanation of the situation (Veal, 2006). As such allows for interaction between the researcher and the object of investigation. The focus on interpretive is not on quantity (Decrop, 2004) as in the case of positivism, but on quality and richness of feeling, listening, asking, examining, and recording using in-depth interview, participant observation or documents as tools of investigation (Decrop, 2004). Green and Caracelli (2004) therefore suggest that qualitative research can be tied to interpretive research as philosophy while quantitative can be linked with a positivist research.

The third philosophy is pragmatism which emerged as a result of challenge of dominance of the mono method of positivism and interpretative in the 60's and consequently produced the mixed methods (Armitage, 2007). Pragmatism explores actions, situations and consequences rather than antecedent conditions (Creswell, 2009). The belief of a pragmatist is not to focus on methods but on the research question (Tashakkori, 2006, Creswell, 2009) and use all approaches available to understand the problem (Creswell, 2009). The approach does not allow the researcher to be comfortable within only qualitative or quantitative approach (Armitage, 2007) but applies concepts to solve problems (Erthridge, 2004) by mixing data collection, methods and data analysis. As such Tashakkori and Teddlie, (2010) suggest that the only way data can be acquired is through the combination of action and reflection. This therefore links pragmatism to the mixed method approach, a summary of the four philosophies are presented in Table 4.1.

Table 4.1: Four Philosophies in Research

Positivism	Constructivism	Advocacy	Pragmatism
✚ Determination	✚ Understanding	✚ Political	✚ Consequences of action
✚ Reductionism	✚ Multiple	✚ Empowerment	✚ Problem-centred
✚ Empirical observation and measurement	✚ Practical meaning	✚ Collaborative	✚ Pluralistic
✚ Theory verification	✚ Social and historical construction	✚ Change-oriented	✚ Real-world practice oriented
	✚ Theory generation		

Adapted from Creswell (2009)

Having reviewed the philosophies in research in order to determine the appropriate direction for this research, the pragmatic philosophy was adopted. This is because for this research, it is inappropriate to draw conclusions from using one source of evidence given the nature of the research questions asked. While the interpretive use tools such as interviews which are relevant in this research, the positivists use surveys. The results from either method are not capable of providing sufficient answers to the research question. As such the pragmatic approach through a combination of positivism and interpretative is preferred, as this is expected to give adequate confirmation to the research question.

4.4 Research Approach

There are three approaches to research, the qualitative, the quantitative and the mixed methods (Armitage, 2007). In pursuance of the objectives as stated in chapter one, a mixed method approach was employed. Mixed method is closely linked to pragmatic paradigm which allows for pragmatic selection of sources and methods required to best achieve a study aim (Northcote and Moore, 2010). The approach was therefore informed by the pragmatic philosophy adopted by the researcher and was carried out in three phases. Firstly, the review of literature, that is, summary of existing research to identify patterns and issues; secondly, the research methodology and thirdly the data analysis which is also referred to as the research output.

The mixed method as defined by Moon and Moon (2004) is an approach that has comparisons between quantitative data in numerical form, derived from questionnaires or structured interviews and qualitative data, that is, descriptive data from observation or unstructured interviews. Therefore, the approach uses at least one quantitative method designed to collect numbers and one qualitative method designed to collect non numeric data (Clark and Creswell, 2010). In the same vein, (Leech and Onwuegbuzie, 2009; Johnson and Onwuegbuzie, 2004; Creswell, 2009; Driscoll et al, 2007; Hesse-Biber, 2010) argued that mixed methods involve collecting, analyzing, and interpreting quantitative and qualitative data in a single study; so that the overall strength of a study is greater than either qualitative or quantitative research (Creswell, 2009; Driscoll et al, 2007). Furthermore, it combines the strengths and reveals what neither quantitative nor qualitative research alone may have discovered (Srnka and Koeszegi, 2007). However, the research problem should guide the decision about whether to employ one of the two approaches or to integrate them as advised by Bryman (2003).

Five basic reasons have been put forward by Hesse-Biber (2010) for using mixed methods in research and these were considered in the choice of mixed methods in this research and are summarised below:

It allows *method triangulation* by using more than one method in a study and enhances the credibility of the findings

It gives *complementary* results and the mixing of qualitative and quantitative methods allows fuller understanding

It helps in the *development* of a research project where the result from one method informs the other method

Findings can raise questions or contradictions which may require clarification as *initiating* a new research

Findings help enable future research and *expand* its breadth

In view of the above, a mixed method research approach which is a combination of qualitative and quantitative approaches (Veal, 2006; Kothari, 2007; Dawson, 2002) was adopted in this research in order to gain a more complete understanding of the issues being investigated, and help answer research questions that neither quantitative nor qualitative method alone can answer. Although many researchers have used different terms for this method such as mixed methodology, integrating, synthesis, qualitative and quantitative, multi methods (Creswell et al, 2003), the term mixed method is more commonly used. Table 4.2 show the various features of the three approaches, quantitative, qualitative and mixed methods and the full range of data collection under each term.

Within the mixed method, there are three strategies, the concurrent, which allows data collection happening at the same time; transformative, which is guided by a theoretical perspective and the sequential, which allows the quantitative data to be collected after the qualitative or either way (Creswell, 2009; Creswell et al, 2003). The sequential data collection strategy was thought appropriate for this research; the researcher began with quantitative data collection involving a large sample followed by qualitative data collection with detailed exploration of individuals, so that the results can be generalized to the research population.

Table 4.2: Features of Quantitative, Qualitative and Mixed Methods

Quantitative	→	Mixed Methods	←	Qualitative
Pre-determined		Both-predetermined and emerging methods		Emerging methods
Instrument based questions		Both open and closed ended questions		Open-ended questions
Performance data, attitude data, observational data and census data		Multiple forms of data drawing on all possibilities		Interview data, observation data, document data and audio visual data
Statistical analysis		Statistical and text analysis		Themes, pattern interpretation
Statistical interpretation		Across databases interpretation		

Adapted from Creswell (2009)

The mixed method approach allows the triangulation of data sources (Creswell, 2009; Creswell et al, 2003) a solution to the problem of relying too much on any single data source (Patton, 1990; Decrop, 2004) and contributes to the reliability and validity of the study (Creswell, 2009; Tashakkori and Teddlie, 2010). Triangulation means, comparing many sources of evidence in order to determine the accuracy of information or phenomenon (Bush, 2002). The information gathered from different angles can be used to corroborate, elaborate, and illuminate the research problem. In this research, the methodological triangulation was used for data collection and analysis to suit the sequential strategy of the mixed methods in order to confirm, crosscheck and corroborate findings from multiple sources against each other. The mixed method has been used by several researchers in the field of landscape and tourism research (Driscoll et al, 2007; Pansiri, 2005; Tasci, 2007; Ozturk and Qu, 1997).

4.5 Research Strategy

For the purpose of this research, the sequential mixed method strategy was used (Axinn and Pearce, 2006). This involved an initial quantitative data collection using the questionnaires to collect information from a large sample followed by the qualitative data collection using the structured and unstructured interview from a smaller sample to clarify answers given in the questionnaires and seek the opinion of interviewees on the issue of sustainable tourism development in Nigeria through landscaping.

Employing the data collection method explored the opportunities of using multiple sources and approaches to gain insight into the research which will not only answer the research questions but at the same time allow the triangulation of the data sources in order to validate the findings (Creswell, 2009).

4.6 Methods of Data Collection

Data was collected through two main sources; the secondary and the primary sources in three phases. Firstly, the review of literature followed by the survey questionnaire and thirdly, the face to face interview.

The first stage of the research basically involved the critical review of relevant literature using books, articles, journals, magazines, reports, newspapers, unpublished thesis, websites, and government agencies in order to gather the secondary data, appreciate related previous work and avoid duplicating the efforts of previous researchers. It also helped in framing a research focus and provided a background to the study of landscaping and sustainable tourism development in Nigeria. This was done prior to the field work and questionnaire design.

The second and third stages were to gather the primary data, using the sequential approach through questionnaire administration and face to face interview. These were done in order to get relevant information in relation to the research and to ascertain why tourism activities are minimal in the various tourist attractions in Nigeria. The results obtained from the questionnaire were statistically analysed using the Statistical Packages for Social Sciences (SPSS).

4.7 The Survey Questionnaire

The advantages of using the questionnaire in this research is the flexibility it offers and the wider coverage it has over other methods. Additionally, it permits anonymity and all respondents are posed with the same questions to prevent variation. It is a method that allows individuals to respond with their beliefs and feelings which are unlikely to influence the answers of the respondents (Mcnabb, 2010; Denscombe, 2007).

4.7.1 Research Population and Sampling

Research population refers to the total of items about which information is desired (Kothari, 2007). Mugo (2010) defines it as a group of individuals, persons, objects or items from which samples are taken for measurements and from whom information is to be obtained (McDaniels and Gates, 1998; De Vaus, 2002) and to which a generalisation is to be made (Babbie, 2008). The population in this research therefore are all tourists' attractions in.

There is also the need to clarify the study population in this research. As noted by Babbie, (2008); McDaniels and Gates, (1998); De Vaus, (2002), a study population is the aggregate of elements or a subset of the population from which samples are drawn. Since it is impossible to have the resources and time (Bryman, 2008) to conduct a survey of the entire tourist attractions in Nigeria, it is therefore necessary for an effective sample to be taken that can represent the population. In view of this, the study population are tourist attractions within two geo-political zones, the North-central and the South-West selected randomly from six geo-political zones, the North-West, North-East, North-Central, South-South, South-West and South-East; from where the sample frame was drawn and constitute heterogeneous population of hill, water and man-made attractions.

From the study population, four states, Kogi, Ekiti, Ondo, the Federal Capital Territory and an academic institution were selected using the simple random and convenience methods to represent the sample frame from where the samples and the case study were drawn. A sample frame as noted by Babbie, (2008); McMurray, (2004); Bryman (2008) is a list of elements from which a probability sample is selected, that is, a comprehensive list of the population of interest. A good sample frame as averred by Denscombe (2004) should contain things directly linked to the research topic, cover all relevant items, and be precise and up to date.

Having chosen the sample frame, the next stage was to choose the sample and the sample size. As stated by Webster (1985) and Mugo (2010) a sample is a finite part of a statistical population whose properties are studied to gain information about the whole. It is a small subset of the population (Lunsford & Lunsford, 1995) as such the sample chosen for this research includes heterogeneous tourist attractions from the sample frame. These include Ikogosi Warm Spring in Ekiti State (water based), Idanre hills in Ondo State (hill/ mountain based), Lokoja the Kogi State Capital (human and nature based), the Federal Capital Territory Abuja (human made) and an academic Institution. The sample is made up of respondents from the tourism industry (Staff of tourism board, hotels, travel agents), Government (Public servants, local government offices, State government offices), individuals and tourists (Visiting tourists from within and outside the states) from whom the questionnaires were administered in each of these study areas. The respondents are chosen because they are involved in tourism activities and are also tourism stakeholders.

A sample size of 200 was estimated for each of the tourist attractions selected and in addition, 50 academics were also selected to give their opinion and view of tourism industry in Nigeria, therefore making a total of eight hundred and fifty samples. As noted by Glasgow, (2005); Mugo, (2010); Salant and Dillman (1994); Kothari, (2007); Denscombe, (2004), determination of sample size depends on the degree of precision to be achieved, the nature of analysis to be performed, ability of the researcher to gain access to the subject, the number of variables that have to be examined simultaneously and selection of relevant unit of analysis and the likely response rate. A sample size should neither be too small so as to achieve the objectives nor too large so as not to incur costs or waste resources (Kothari, 2007). However, the larger the sample size, the higher the level of accuracy of the findings (Kumar, 1999). Therefore, in order to make an accurate estimate based on probability sampling of the Nigerian tourist attractions, the following were considered:

- ✚ A large number of units from the population were selected; this was large enough to yield a desired level of accuracy.
- ✚ Every unit had equal chance of being picked and free from bias
- ✚ The results obtained can be generalised to all tourist attractions in Nigeria.
- ✚ And the size is considered to be large enough to truly represent the population.

The sample is further broken down as shown in Table 4.3 in order for all concerned to be reached and for easy administration of the questionnaires. Breaking down the sample size of 200 per selected zone, 50 percent was thought appropriate to represent all tourists visiting and the balance of 50 percent equally divided at 12.5 percent between all other categories in the zones. And an extra 50 questionnaire for the academics at the Federal University of Technology, Akure, where the researcher is a staff member and where the pilot test was carried out. This made a total of Eight hundred and fifty questionnaires.

Table 4.3: Estimated Sample Group

Categories	Representing	Number	% (Percent)
Tourism industry	Staff of: <ul style="list-style-type: none"> - tourism board - hotels - Travel agents. 	25	12.5 %
Government	Public servants: <ul style="list-style-type: none"> - local government offices - State government offices 	25	12.5 %
Individuals	Neither tourists nor public servants	25	12.5 %
Tourists	Visiting tourists from within and outside the states	100	50%
Host communities	Individuals living in the communities where attractions are found.	25	12.5%
Total		200	100%

Having identified the sample frame and the sample size, the next stage is to identify the types of sampling and the sampling technique appropriate for the research.

4.7.2 Sampling

Sampling is the procedure of selecting units of observation which can be generalised to a larger population (Babbie, 2010) in research. Sampling in mixed methods involves combining well established quantitative and qualitative techniques in creating ways to answer the research questions (Teddlie and Tashakkori, 2009). Sample types are basically two (Babbie, 2010; Denscombe, 2004), the probability sampling and the non probability sampling. In probability sampling, every element has an equal chance of being included in the sample (Olotuah, 2000; Teddlie and Tashakkori, 2009; Denscombe, 2004; Bryman (2008). While in the non probability sampling; there is no basis for estimating that each item in the population has a chance of being included in the sample (Kumar, 2008; Kothari, 2007; Teddlie and Tashakkori, 2009; Babbie,

2010). The techniques under each type as defined by (Kumar, 2008; Kothari, 2007; Teddlie and Tashakkori, 2009) are as listed and briefly discussed.

4.7.2.1 Probability sampling Design

- ✚ **Random** sampling gives each sampling unit in a clearly defined population an equal chance of being included in a sample.
- ✚ **Stratified** sampling involves identifying the sub-group or strata in a population and then units are selected from the known strata.
- ✚ **Cluster** sampling involves a group and occurs naturally in a population for example, schools.
- ✚ **Systematic** sampling involves selecting a unit at random and adding more elementary units at evenly spaced intervals until the number desired is achieved..
- ✚ **Multiple probability** sampling is a combination of at least two of the above techniques.

4.7.2.2 Non- Probability sampling Design

- ✚ **Judgemental or purposive** sampling involves selecting units to be observed on the basis of the researcher's judgement about which one will be most useful or representative.
- ✚ **Snowball** sampling involves asking a person interviewed to suggest additional people for interviewing.
- ✚ **Quota** sampling involves selecting units into a sample on the basis of pre-specified characteristics, so that the total sample will have the same distribution of characteristics assumed in the population being studied.
- ✚ **Convenience** sampling involves stopping people on the street. Mainly used by journalists.

For the purpose of quantitative data collection in this research, the probability sampling method was used, using the simple random techniques and the stratified sampling techniques. These techniques were adopted because of the probability that samples will represent the cross section of the overall population being studied. It will yield a better estimate since different sectors of the population are represented than using only random sampling and separate estimates are obtained within each stratum.

In stratified sampling, the population is divided into relatively homogenous sub sectors called strata and items are selected from each stratum to constitute a sample (Kothari, 2007). By so doing, every member of the population has an equal chance of being selected in relation to their proportion within the total population (Denscombe, 2004) applying the principle of randomness within each stratum. For the purpose of sampling in this research, each zone made up of a sample size of two hundred was sub divided into five strata namely, the tourism industry, Government officials, Individuals, tourists and host communities strata based on their specific characteristics before they were further subjected to simple random sampling. The balance of fifty made up of academics was also segmented into strata among the schools (Faculties) at the Federal University of Technology, Akure. These were school of Engineering and Engineering Technology, School of Environmental Sciences, School of Agriculture and Agricultural Technology, School of Earth and Mineral Sciences, School of Sciences and the School of Post graduate Studies.

4.7.3 Details of Questionnaire

Generally, questionnaires are of three types (Cohen et al, 2003; Dawson, 2002); these are, the closed ended which does not allow respondents to add any remark, the open ended which enables the respondents to add free responses in their own terms and the combination of closed and open ended. Questionnaires rely on written information supplied by people in response to questions asked by the researcher (Denscombe, 2004).

For the purpose of gathering quantitative data for the research, a mixed questionnaire was designed and included a mixture of open and close ended questions. These offered respondents defined questions and also gave them the freedom to respond freely with their own beliefs and feelings without constraints. The method was used due to its advantage of a larger coverage, permits anonymity and respondents cannot be influenced. As explained by Kothari (2007); Denscombe (2004), it is free from bias, is reliable, economical, and easier to arrange, however, there are sometimes low rate of returns.

A good questionnaire design is essential to achieve reliable survey results and a high response rate, as such, the questionnaire was designed bearing in mind objectives of the study; this is because one major role a questionnaire plays as noted by Bruce (2008) in research is to elicit the information that is required and enable the researcher to respond to the objectives of the study. The questionnaire for the research was developed and structured in fourteen sections, with each

part having a minimum of four questions and a maximum of five. A cover page introduced the research topic, with a statement on anonymity and requested the cooperation of the respondent. The participant's consent was also sought and, to enable the respondents to participate voluntarily, indicated their right to withdraw at any time during the survey.

Section 1 was based on the respondent's awareness of tourist attractions in Nigeria. The context of the research in chapter three shows the various tourism potentials in Nigeria. This part queries if Nigerians are really aware of the existence of these attractions and how this may have affected their participation in tourism activities.

Section 2 examined the true state of tourism in Nigeria in a tabular form to ascertain respondents' opinions on the state of tourism in Nigeria.

Section 3 was the evaluation of tourism infrastructure and gauges respondents' view on the need for tourism infrastructure, its adequacy or otherwise, the level of government involvement in tourism infrastructure development and delivery.

Section 4 was on the need for economic diversification through tourism and request for the opinion of respondents to see, if they agreed or disagreed that tourism could enhance the growth of the Nigerian economy.

Section 5 was on respondents' awareness and understanding of landscaping to further ascertain their perception on landscaping and its role in a tourist environment.

Sections 6 and 7 were based on the need to promote local and international interest in tourism and how respondents perceive the role of landscaping in sustainable tourism development

Section 8 centred on the impact of landscaping on the quality of life to ascertain that landscaping is not only important to tourism but also improves people's quality of life generally.

Section 9 is on tourism infrastructure and respondents were asked to confirm their relevance in the tourism industry.

Section 10 focused on achieving sustainable tourism through landscaping and sought the respondents' view on whether landscaping is necessary in tourist attractions and to know if the tourist attractions would be sustained.

Section 11 centred on stakeholders' involvement. This is to confirm the need for collaboration of all stakeholders for tourism to thrive in Nigeria.

Section 12 examined the factors likely to lead to sustainable tourism and to confirm that funding and effective policy management are a necessary prerequisite to tourism development.

Section 13 examined the level of government involvement and aimed to confirm the need for pragmatic policy guidelines for sustainable tourism development. The detailed questionnaire is shown in Appendix A

4.7.4 The Scale of Measurement

The scale of measurement used in this research is the summated scale, popularly known as the Likert-type of scales and represents respondents' position of favourable or unfavourable attitude towards the issues. It has the advantage of being reliable, easy to construct, less time consuming and being the most commonly used (Kothari, 2007; Bruce, 2008). The Likert-type scales ranges between three and seven point degrees, but in this case a four point degree was chosen, that is, 1- strongly agree, 2- agree, 3-disagree and 4- strongly disagree, as against the five point degree scale which has 'neither agree nor disagree'. This is to exclude the respondents' tendency of neutral response and also to have a good quantity of data for analysis.

The variables used for the close ended questions in the quantitative and the structured interview in the qualitative approaches were the nominal (categorical), ordinal (ranked) and the interval variables shown in Appendix B. Data are either measured in nominal or ordinal. Nominal is the weakest type of measurement (Olotuah, 2000), no order is implied and numbers are used to classify the data (Statistics Solution 2010). The ordinal scale is a stronger form (Olotuah, 2000) and involves the ranking of individuals, attitudes or items. The interval measurement classifies orders and also specifies that the distances between each interval on the scale are equivalent along the scale from low interval to high interval (Statistics Solution 2010); this enables researchers to be able to justify the use of arithmetic mean as the measure of average and it is possible to interpret the order of scale scores.

4.7.5 Pilot Test.

Prior to the field work, a pilot test was undertaken to help identify possible problems that might arise from questions during the field survey and if there were any problems with the overall

structure of the questionnaire to amend it. The pilot test helps to ascertain reliability and verifies that the questionnaire meets the expectations for usefulness and satisfaction (Armstrong et al, 2002) and is best conducted with people who resemble those to whom the questionnaire will finally be given (De Vaus, 2002). Therefore, to check for possible problems a pilot test was performed on ten people; three participants among the academics in a reputable institution (The Federal University of Technology, Akure) in Nigeria, five from the tourism board office and two individuals who can neither speak nor read the English language; whose questionnaires were translated orally in the local language. They were part of the representatives of the intended population. The results and comments obtained from respondents were then used to modify the final questionnaire before the full survey was conducted. This also gave an opportunity to test and train the volunteer research assistants that were used for the questionnaire administration. The research assistants were final year and masters students of the Federal University of Technology, Akure where the researcher is a staff member; and who volunteered for the questionnaire administration. Part of their duties were to help the respondents clarify any misunderstood question, encourage respondents to provide deeper responses to the open questions and to provide answers to queries that may arise about questions from respondents. Although they were not paid for the job, they were motivated by feeding, transportation and accommodation during the questionnaire administration exercise.

Questionnaire Administration

Some of the questionnaires from the field survey were administered personally by the researcher, while some were administered by ten trained research assistants, seven male and three female, who were closely monitored by the researcher, between the months of March and June 2010. The research assistants were trained for a period of one week and piloted the test. Each research assistant was not allowed to administer more than 20 questionnaires per zone and the researcher coordinated all affairs in the four zones visited. To ensure thoroughness, respondents were asked to personally complete the questionnaires, and were only assisted in the case of personal disability or illiteracy. All participants were given the same questionnaire from which the participants ticked answers of their choice thought to be the most appropriate.

A three week period was dedicated to each zone, making a total period of twelve weeks and additional two weeks dedicated to the academics. Having identified all the strata, samples were then collected randomly, taking each stratum one after the other at specific periods of the day, in

the morning hours between 10.30 am and 11.30am and at lunch hour between 1pm and 2pm. This was because in many of the offices visited, the officials could only be fully at their desks at these periods. The questionnaires were delivered and collected within a week at a given date and time. Questionnaire administration at the tourist sites were not as easy as those administered in the offices, this was because it was not easy getting so many tourists at the same time and because of the low patronage at these sites. During the week days, the tourists were few, between two and eleven tourists a day, and at weekends between fifty and eighty tourists. To ensure randomness, questionnaires were administered both during the weekdays and at weekends and collected immediately. At the completion of a zone, the researcher and the assistants moved to the next zone until they covered all the zones. This ended the first phase of data collection using the sequential strategy.

4.7.6 Problems Encountered and Field Experience

A major problem experienced was making several trips to the selected tourist attraction sites in order to administer questionnaires to tourists. This was because at all the attractions, patronage was low and meant that repeated visits had to be made in order to get enough tourists as respondents and also implied financial cost and risks owing to the bad roads. More funds were needed than budgeted as this was privately funded by the researcher.

Another problem encountered was the inability of the research team to retrieve filled questionnaires on agreed dates by some respondents, they were either not in the office or in a meeting or absent. However, they were retrieved after several visits, following several phone calls and attendant visits.

The respondents in all the zones visited were very receptive; however, a few required reassurance and persuasion before agreeing to complete the questionnaires.

Generally, the experience was an interesting one as it afforded the researcher the opportunity to visit the selected tourist sites and have first hand information on the state and infrastructure on the sites and also to confirm the findings from the literature.

4.7.7 Response Rate

A total of eight hundred and fifty (850) questionnaires were administered to various respondents, this includes 200 questionnaires administered in Ondo state, Kogi State, Ekiti State

and the Federal Capital Territory, and 50 within the academic environment. Out of this, a total of seven hundred and forty-five (745) were returned completed. Thus, a final response rate of 87.6 percent was achieved. It was felt that the high response rate could be attributed to three reasons. Firstly, the interest shown by the respondents on the subject matter and secondly, the approach used in administering the questionnaires whereby each research assistants was not allowed to administer more than twenty questionnaires per zone and thirdly, the team work and commitment of the researcher and the assistants.

4.8 Statistical Analysis

Following the quantitative data collection in the first phase, the data analysis from the field survey was performed using the Statistical Packages for the Social Sciences (SPSSx); a data management and statistical analysis tool. The SPSS package was preferred to ensure simplicity and clarity of results. Above all, it facilitates cross tabulation between variables, enhancing graphical analysis of results. Responses were coded, entered and manipulated to produce the descriptive analysis of relationships among the variables which was interpreted and results used as the basis for the qualitative data. The analysis was further conducted on two other levels, bivariate analysis and multivariate analysis to explore the relationships between variables as will be seen in chapter seven.

4.8.1 Univariate analysis

This was the preliminary phase of analysis, also called the single factor analysis employed in this research. It is a method of analysing a single variable at a time to explore the individual variable for behaviour or performance (frequencies) and also their characteristics (Central tendency i.e. mean, median, mode; measure of dispersion i.e. variance, standard deviation and measure of Symmetry).

- a. The frequency distribution analysis was done for all variables to check for the count of occurrence of value within a particular group, assess their agreement with the statement on a scale, and express the results using percentage, tables and graphs (Bar and Pie charts) for all variables investigated for more visual understanding.
- b. Measure of central tendency, also known as the statistical averages, tells the point about which items have a tendency to cluster (Kothari, 2007). It is an average of a set of measurements, and data tend to cluster around some values. For the purpose of

interpretation the mean was used for interval variables, median for ordinal variables and the mode for nominal variables, done to check the centre of a distribution, and the point where the data tend to cluster.

The Mean is the average and enables data to be compared. It is obtained by dividing the sum of the sample measurement by the sample size. The Median is the value that falls in the middle when arranged in ascending or descending order of magnitude. The Mode is the value that occurs most frequently in the sample.

- c. Measures of dispersion are used for interval variables only and are the range and standard deviation; these were used in this research.

The Range is the difference between the highest value and the lowest plus 1. It gives an idea of the variability quickly.

$$\text{Range} = (\text{Highest value of an item in a series}) - (\text{Lowest value of an item in a series}) + 1$$

Standard deviation (σ sigma) is the square root of the average of squares of deviations. It is a measure of how a data is spread out

Variance is the square of the standard deviation.

4.8.2 Bi-variate Analysis

The second level of analysis used in this research is the bivariate analysis and deals with the analysis of two variables. It involves the analysis of relationships; comparing two variables, their relationship and significance to be sure it is not by chance.

For the purpose of this research, Cross tabulation was used to compare data from two questions using nominal or ordinal variables to determine if there is a relationship and association between them and also the hypotheses were tested using the Chi – Square Test for nominal variables to show if there is any significant relationship. In addition, the Pearson Product Moment Correlation was used for interval variable to check for significance and to test the hypothesis of the research.

4.8.2.1 Cross Tabulation

Cross tabulation is a tabular presentation of data in percentage and frequency forms in order to examine variables for relationships among them. It allows comparison of data from two questions, examines relationships for possible explanations and also examines the intersection of the variables involved.

As stated by Finn, Elliot-White and Walton (2000), it is a method of displaying data so that associations can be readily observed and measured. Also, Crouch and Housden (2003) both argued that in using cross tabulation, answers to one question are tabulated against answers to another question and values plotted in one direction and the values of the second variable in the other direction, with totals given as the marginal entries. In this research, variables were cross tabulated for comparison and in examining relationships between them.

4.8.2.2 Chi-Square Test

The Chi-Square test for independence is a non parametric statistical technique used in the analysis of nominal variables. The test is used when the relationship between two nominal variables are explored (Pallant, 2007). Furthermore, the test compares the observed frequencies or proportions of cases that occur in each of the categories with the values that would be expected if there was no association between the variables measured.

Symbolically, it is represented as χ^2 . It can be used to test the significance of association between two attributes. It shows whether or not two attributes are associated.

In this research therefore, the Chi-Square (χ^2) test for independence was used to test the hypothesis and the association between variables.

4.8.2.3 Correlation Analysis

Correlation analysis is used for interval variables to describe the strength and direction of the linear relationship between two variables (Pallant, 2007). It defines the extent of co-variation between two variables and in the process gives an indication of strength of their association (Olotuah, 2000). The values of the Pearson Correlation Coefficient (r) ranges from -1 to $+1$ (Pallant, 2007); this can either be negative or positive correlation, while a correlation of 0 indicates that there is no relationship between the variables. This research therefore uses the

Pearson Correlation Coefficient to check for significance, strength and direction and testing of hypothesis.

This research assumed the least critical point of acceptance of confidence level of chi-square to be 95%. The confidence level or level of reliability is the expected percentage of times that actual value will fall within the stated precision limits, while the significance level indicates the likelihood that the answers or value will fall outside that range (Kothari, 2007).

Therefore, 95% confidence level implies significance level $\alpha = 0.05$; 99% confidence level implies significance level $\alpha = 0.01$ and 100% confidence level implies significance level $\alpha = 0.000$ or absolute significance.

4.8.3 Multivariate Analysis

The multivariate analysis was also explored where one variable is predicted on the basis of several other variables using the multiple regression analysis.

Multiple regression analysis as stated by Kothari (2007) is used when a researcher has one dependent variable which is presumed to be a function of two or more independent variables. It can tell how well a set of variables is able to predict a particular outcome (Pallant, 2007). It is a statistical tool for evaluating the relationship of one or more independent variables, $X_1, X_2, X_3, \dots, X_n$, on a single dependent variable (Olotuah, 2000). This method of analysis has been used by researchers in the field of Landscape and Tourism (Chandra and Menezes, 2001; Nusair and Hua, 2010; Marcussen, 2011; Othman and Rosli, 2011; Kulcsar, 2009; Morley, 1993; Green et al, 2009; Tosun, 2002; Lankford and Howard, 1994; Esu and Arrey, 2009; Potter, 1993; Micheal, 2003; Sevenant and Anthropol, 2008; Atauri and Lucio, 2001).

The SPSS version 15.0 was used to perform the multiple regression analysis using the forced entry and stepwise regression to check the following:

1. the relationship between independent and dependent variables and the significance of their relationship;
2. the strength of the relationship; and
3. To predict a model and how well the model fits using the general equation for the multiple regression model:

$$Y = A_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \dots \beta_n X_n + E_t$$

Where Y = dependent variable, A_0 = Constant/ intercept, β = slope, X = independent variable and E regression residual.

The preliminary analysis is carried out in the next chapter while the bivariate and multivariate analyses are carried out in chapter seven.

4.9 The Interview

The second phase of the data gathering is the qualitative data collection and involved structured and semi-structured face-to-face interviews among those in authority and tourism stakeholders in Nigeria using both judgemental and snowballing techniques. The in-depth interview is a technique for qualitative data gathering (King and Horrocks, 2010) and it is a way to obtain information and understanding of issues relevant to the general aims and specific questions of a research project done on a face to face encounter or by telephone (Gillham, 2000; Babbie, 2010).

While quantitative research deals with numbers and measurements, qualitative deals with understanding behaviour (RDSU, 2011), gives richer answers to questions, valuable information and probes issues (Gillham, 2000). In addition, it is a form of enquiry that analyses information conveyed through language and behaviour in a natural setting (Berkwits and Inui, 1998).

For the purpose of this research, the face to face technique was adopted and carried out solely by the researcher using the voice recorder with the permission of the interviewees and also taking down points using pen and paper. Also taken into consideration was the interview settings and the body language of the interviewees. This method was preferred because it afforded the researcher the opportunity to gather reliable and valid data relevant to the study and also interact with the concerned authorities in the field of tourism; to know their reactions to issues raised and at the same time understand their experience and the meaning they attach to their experiences (Siedman, 2006).

4.9.1 Sample Size

A sample size of twenty-five interviewees, using the non probability sampling of judgement and snowballing methods was appropriate for each group, that is, five representing each of Kogi

State, Ekiti State, Ondo State, Federal Capital Territory and the Academics. This size is considered to be large enough to truly represent the population; those in authority, the tourism industry and tourism stakeholders in Nigeria. This is further broken down and the interview techniques used are shown in Table 4.4.

4.9.2 Interview Process

Following the outcome of the quantitative survey, the interview was carefully planned and questions drawn from themes identified from the results of the analysis. Prior to the interview, the researcher, during the questionnaire survey had identified interviewees and discussed the possibility of having interviews with them; those who were willing were later contacted on phone to arrange possible dates.

The interviews were mostly conducted in the interviewees' work places except for those of four, who were tour guides which were conducted at the attraction sites. Appointments were reconfirmed days prior to the interview to avoid the researcher travelling several kilometres on the rough terrain and not achieving the purpose. Although very expensive due to incurred travel cost, the researcher travelled on the basis of scheduled appointments. However, this was worth while as it gave the researcher an insight into the true state of tourism in Nigeria.

Table 4.4: Structure of Interview

Group	No of Interviewed	Sector of interviewee	Sampling Method
Ondo State	5	Tourism Board	1 Judgement
			1 Snowballing
		Tour Guides	1 Judgement
			2 Snowballing
Ekiti State	5	Tourism Board	1 Judgement
			1 Snowballing
		Tour Guides	1 Judgement
			2 Snowballing
Kogi State	5	Tourism Board	1 Judgement
			2 Snowballing
		Arts & Culture	1 Judgement
			1 Snowballing
Fed. Capital Ter.	5	NTDC	1 Judgement
			4 Snowballing
Academic	5	Fed. University of Tech.	5 Judgement
		Akure	

4.9.3 Data Collection

An interview is a ‘purposeful conversation in which one person (interviewer) asks prepared questions and another (interviewee) responds (Oatey, 1999), in order to gain information on a particular area of research. The interview was structured in two sections. The first section was similar to the questionnaire administered in the survey, in order to compare both responses and to prepare the interviewees for the second section. The section had the option to tick the most appropriate answers from 1-4. The second section was unstructured and afforded the interviewees the chance to freely air their views on the issues of landscaping in the Nigerian tourist attractions. As earlier mentioned all interviews were conducted using both judgmental and snowballing sampling. In judgmental sampling (purposive sampling) respondents are specially selected from the accessible population while the snowball sampling is a technique

used to identify potential subjects when appropriate candidates for study are hard to locate (Lunsford and Lunsford, 1995).

As in the case of the questionnaire, the letter of introduction from my institution confirmed my identity as a researcher and gave confidence to the interviewees. Also confidentiality and anonymity were promised before the interview. A sample of the interview questions can be seen in Appendix C. All interviews carried out lasted between 45 and 90 minutes depending on the schedules of the interviewees. Most of the interviewees did not want to be photographed for security reasons. In some locations, just as with the questionnaire, persuasion was instrumental to participation. Notes were taken and interviews were also recorded.

In addition to the interview, visits to selected tourist attractions were also used as an opportunity to gather relevant information, to ascertain why tourism activities do not exist in the locations, obtain an in-depth opinion from participants and photographic data collected at the same time. The tourist attractions visited have been critically analyzed in chapter three and all pictures taken also shown in chapter three.

The experience at the interviews was also interesting as some interviewees readily poured out their feelings angrily on the state of tourism in Nigeria, although most did not want to be photographed for fear of being victimised by the government and also for security reasons.

4.9.4 Data Analysis

The data collected from the interviews were transcribed from the tape recorder and written out and also compared to the one handwritten by the researcher on paper to enable coding and identification of themes and how some of the issues were addressed. This required patience and time because the researcher had to listen, and rewind several times in order not to deviate from the original meaning and intentions of the interviewees. The exercise was very useful as balance of clarity was achieved between the written and the spoken. Thereafter the data was entered into NVivo8 for further coding and analysis as explained in chapter seven.

4.10 Validity and Reliability of Instrument

In conducting research, researchers either choose one of the three methods, that is, the qualitative, the quantitative or the mixed methods, which is an alternative to either quantitative

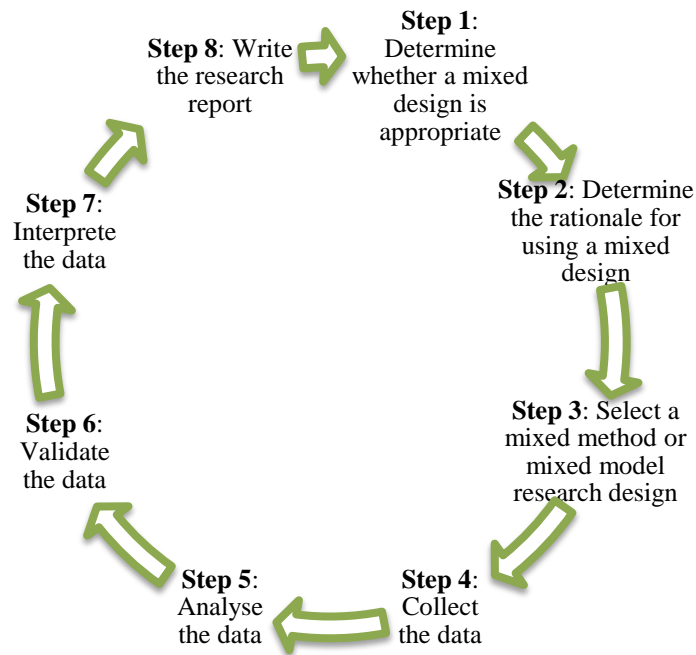
which deals with number data or qualitative which deals with text, and pictures as data (Dellinger and Leech, 2007, Dures et al, 2010; Azorin and Cameron, 2010; Migiro and Magangi, 2011). Whilst there are ways of checking for validity and reliability in qualitative and quantitative methods, researchers are yet to come up with ways of checking for validity and reliability in mixed methods research. Onwugbuzie and Johnson, (2006); Creswell, (2009) argued that discussions are still in their infancy and are being developed. Supporting the above, BERA (n.d) argued further that mixed methods design is still a developing field with debates and unresolved issues.

Nevertheless, Bazeley (2002) argued that validity in mixed methods stems more from the appropriateness, thoroughness and effectiveness with which those methods are applied and care given to thoughtful weighing of evidence. Onwugbuzie and Johnson, (2006) believed that assessing the validity can be very complex, but more work is carried out in mixed methods, as such the validity, that is, the quality means that the research study, its parts and conclusion drawn can be of high, low quality or in-between.

Although, researchers are developing bilingual nomenclature for mixed methods, the validity can be checked referring to the research process from the philosophical issues, inference drawn and to the value of the study, considering the validity associated with the qualitative component and the quantitative component as shown in the steps of mixed methods research in Figure 4.6 (Creswell, 2009; Curry et al, 2009; Migiro and Magangi, 2011)

The two basic goals of questionnaire design are to obtain information relevant to the purpose of the survey and to collect the information with maximal reliability and validity (Key, 1997). In this regard, reliability refers to the extent to which results are consistent over time and relates to the degree to which measurements remain the same, remain stable overtime and remain similar within a given period (Golafshani, 2003; Denscombe, 2007; Bailey, 1994; Miller, 2011).

Figure 4.2: Steps of Mixed Methods Research



Adapted from Creswell (2009); Migiroy and Magangi (2011).

A research instrument as averred by Denscombe (2007) should not give one reading on first occasion and a different reading on the next occasion when no real change has occurred. As such there should be some level of confidence that the measurements used are reliable. Furthermore, a good research instrument produces the same data time after time (Denscombe, 2007). In view of this, the questionnaire used in the survey is deemed to be reliable and consistent and will yield the same data time after time within a given period. Further tests to confirm the reliability of the questionnaire have been carried out in the next chapters.

Validity on the other hand determines whether the research truly measures that which it was intended to measure (Golafshani, 2003). It tells if the data and methods are right, accurate, honest and on target (Denscombe, 2007; Miller, 2011). For something to be valid, it must be reliable (Miller, 2011) as such the questionnaire administered is reliable and therefore deemed to be valid as the respondents are believed to have answered all the questions accurately, giving honest and conscientious replies to all the questions asked.

There have been controversies and varied views by various researchers on validity in qualitative research (Bashir, 2008; Flick, 2009). While some researchers suggest that it is not compatible with qualitative research, others argue that it should be ensured in order to have credibility of results (Golafshani, 2003; Bashir, 2008; Flick, 2009). The former reject the concept of validity with the opinion that reality is unique to the individual and cannot be generalized (Biddix, 2009), while Patton (2001); Morse et al (2002) in line with the latter argue that validity and reliability are two factors which any researcher using qualitative methods should be concerned about while designing a study, conducting inquiry, analyzing results and judging the quality of the study.

Qualitative reliability is the consistency of approach (Creswell, 2009), while qualitative validity is the extent to which it measures what it purports to measure (Dellinger and Leech, 2007). Bashir et al (2008) refers to validity as an extent to which the data is plausible, credible and trustworthy and the accuracy of the findings by employing certain procedures (Creswell, 2009). In checking for validity in qualitative data, Creswell, (2009); Gibbs (2007) suggests that the researcher checks for the accuracy of findings by employing certain procedures while the reliability indicates that the approach used is consistent.

In this research therefore, in view of the above, the qualitative approach process was conducted paying attention to the research process from the design, inquiry, transcribing, coding and data analysis in order for it to be useful to other researchers.

4.11 Ethical Consideration

Ethical is defined by Babbie (2010) as ‘conforming to the standards of conduct of a given profession or group’. In carrying out this research study, the researcher took into consideration some ethical issues such as participants’ rights of anonymity, right to confidentiality and voluntary participation. This was done because the research involved human participation and the need to guarantee their protection from any harm from the research to their persons.

Page two of the questionnaire stated clearly, participants’ right of voluntary participation, to be filled before the commencement. Participants were not forced into participating in the survey or interview but participated on their own free will and were asked to read and fill the participants’ consent form before filling of questionnaires and before the progress of the interview.

Participants were also assured of confidentiality and anonymity both in filling the questionnaire and the interview. Participants were assured that no form of identifying their person or information will be given out by the researcher and guaranteed they would remain anonymous throughout and after the study. Participants were also assured that they were free to contact the researcher in case of any clarification about the research, should the need arise. Refer to Appendix A.

4.12 Summary

This chapter provided an overview of the research methodology for this research. In order to achieve the aims and objectives, the pragmatic approach was adopted and a mixed method sequential strategy using the quantitative method in the first phase through the use of the questionnaire; and a second phase which was the qualitative method through the use of the face to face interview in order to fully address the research questions. The results from the first phase which highlighted on the problems buttressed the question for the second phase which explored in depth views of the participants.

Based on the above, the chapter discussed the methods used and the justification for using them and ensured valid and reliable results in the research. The next chapters show the analysis of the survey and interview.

Chapter Five

Analysis of Survey Data



5. CHAPTER 5: ANALYSIS OF SURVEY DATA

5.1 Introduction

This chapter focuses on the statistical analyses and interpretation of data collected from the field survey using Statistical Package for Social Sciences (SPSSx) software in order to answer the research questions stated in chapter one. The analyses were presented in sections as outlined in the questionnaire. The descriptive analysis represented the first phase of analysis, the univariate analysis which will form the basis for the qualitative data collection. This was done using the frequency distribution, measure of central tendency, measure of dispersion and presented using graphs and tables for all variables for visual understanding and in order to summarise the data in a meaningful way. Open ended questions were also analysed in this chapter. Cross tabulation analyses between variables was also done and presented in tabular form in order to examine the relationship between the variables. Data reliability was calculated using the Cronbach's alpha to give the reliability of the data. Key findings from the statistical analysis are discussed in chapter eight. The second and third phases of the analysis are presented in chapters six and seven.

5.2 Procedure for Data Analysis

The data were coded and labelled for all variables, assigning variable names, numerical codes and defining the variables before they were entered into the SPSS. Prior to the analysis, data was screened for possible errors that might have arisen during data entry, corrected and deleted so that the eventual results are not distorted. Thereafter all analysis was carried out. Firstly, data was explored for descriptive statistics and graphs, exploring variables singly. Secondly, pairs of variables were explored for relationship and significance, and thirdly, carrying out multiple regressions, predicting a variable on the basis of other variables in order to achieve the aim and objectives of the research.

5.3 Survey Data Analysis

5.3.1 Awareness and Availability of the Numerous Tourist Attractions in Nigeria

To elicit information on whether respondents are aware of the availability of tourist attractions spread across the length and breadth of Nigeria as well as buttress the findings from literature on their abundance and to know the respondents' level of participation in tourism activities,

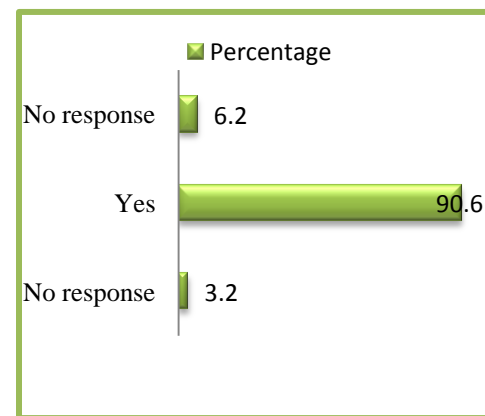
respondents opinion were sought on their awareness, period of visits, frequency of visits and reasons for visits.

The frequency analysis from the survey on respondents' awareness and availability of tourist attractions show that, out of a total of 745 respondents, 90.6 percent (675) are aware of the numerous tourist attractions in Nigeria, 6.2 percent (46) are not aware, while 3.2 percent (24) did not respond. The mode is 1 and implies that those who answered yes occurred most frequently in the survey and it can therefore be concluded that majority of the respondents are aware of the numerous tourist attractions and confirm the existence of attractions identified in chapter three. This is further explained in Table 5.1 and Figure 5.1

Table 5.1: Awareness of Respondents

	Frequency	Percent	Valid percent	Cumulative percent
No response	24	3.2	3.2	3.2
Yes	675	90.6	90.6	93.8
No	46	6.2	6.2	100.0
Total	745	100.0	100.0	

Figure 5.1: Percentage of Distributions

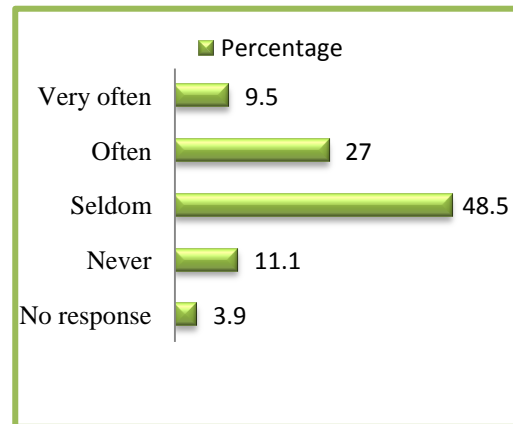


To show the popularity of travelling to appreciate scenery and for relaxation purposes amongst Nigerians, the frequency of visits of respondents to the tourist attractions was enquired. The findings from the survey showed that 48.5 percent (361) of the respondents seldom visit, closely followed by 27.0 percent (201) who often visit. About 11.1 percent (83) respondents never visit while 9.5 percent (71) very often visit and 3.9 percent (29) did not respond as shown in Table 5.2 and Figure 5.2. It further implies that only about 36.5 percent of the respondents visit often.

Table 5.2: Frequency of Visits

	Frequency	Percent	Valid percent	Cumulative percent
No response	29	3.9	3.9	3.9
Never	83	11.1	11.1	15.0
Seldom	361	48.5	48.5	63.5
Often	201	27.0	27.0	90.5
Very often	71	9.5	9.5	100.0
Total	745	100.0	100.0	

Figure 5.2: Percentage of Distribution

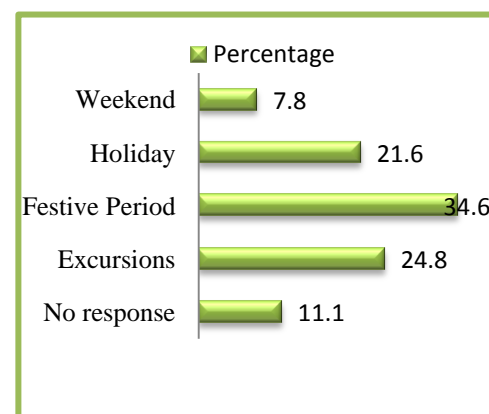


In examining the findings from the tourism sites that visits to the tourist attractions occur more at festive periods and during school excursions; the periods of visits by the respondents to the tourist attractions was checked. Data from Table 5.3 and Figure 5.3 revealed that 34.6 percent (258) respondents visit at festive times and 24.8 percent (185) visit during excursions. Also 21.6 percent (161) visit during holiday periods while 7.8 percent (58) visit at weekends and 11.1 percent (83) did not respond to the question. This confirms that more people visit during festive periods than at other times.

Table 5.3: Period of Visits

	Frequency	Percent	Valid percent	Cumulative percent
No response	83	11.1	11.1	11.1
Excursions	185	24.8	24.8	36.0
Festive period	258	34.6	34.6	70.6
Holiday	161	21.6	21.6	92.2
Weekend	58	7.8	7.8	100.0
Total	745	100.0	100.0	

Figure 5.3: Percentage of Distribution



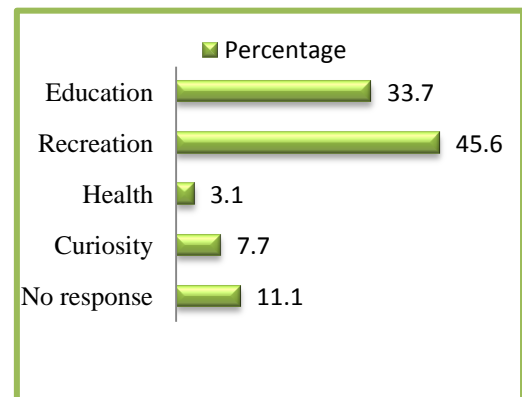
The reasons why some of the respondents visit these attractions were also asked and revealed in Table 5.4 and Figure 5.4. It can be observed that 45.6 percent (340) respondents visit for

recreation purposes and 33.7 percent (251) for the purpose of education. Also, 7.7 percent (57) visit for the sake of curiosity while 3.1 percent (23) for health reasons and 9.9 percent (74) did not respond. A total of 81.3 percent visit for recreation and education purposes.

Table 5.4: Respondents' Reasons for visit

	Frequency	Percent	Valid percent	Cumulative percent
No response	74	9.9	9.9	9.9
Curiosity	57	7.7	7.7	17.6
Health	23	3.1	3.1	20.7
Recreation	340	45.6	45.6	66.3
Education	251	33.7	33.7	100.0
Total	745	100.0	100.0	

Figure 5.4: Percentage of Distribution



In order to further examine whether respondents who claim to be aware of the existence of tourist attractions in Nigeria do visit and use these infrastructure and services, the awareness of the availability and the frequency of visit, that is, variables 1 and 2 were cross tabulated. The results as shown in Table 5.5 revealed that, of the 90.6 percent respondents who said they are aware of the availability of tourist attractions in Nigeria, 51.4 percent (347) seldom visit these attractions while 29.2 percent (197) visit often and 10.1 percent (68) visit very often. However, 8.1 percent (55) never visit and 1.2 percent (8) who said they are aware of the existence of the attractions did not respond.

In total, it can be seen that only 39.3 percent of those who are aware of tourist sites or attractions do visit these sites. In other words, 59.5 percent seldom or do not visit. Furthermore, the percentage of the total of 745 respondents that took part in the survey who seldom and never visit tourist attractions is 59.6 percent and the balance of 40.5 percent accounts for those who often visit, very often visit and those who did not respond.

Table 5.5: Cross Tabulation of Variables 1 and 2

V1- Are you aware of the availability of the numerous tourists' attractions in Nigeria? * V2 - How often do you visit any of the tourist attractions? Cross tabulation

			v2 - How often do you visit any of the tourist attractions?					Total
			No response	Never	Seldom	Often	Very often	
V1-Are you aware of the availability of numerous tourists' attractions in Nigeria?	No response	Count	21	0	2	0	1	24
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	87.5%	.0%	8.3%	.0%	4.2%	100.0%
		% within v2 - How often do you visit any of the tourist attractions?	72.4%	.0%	.6%	.0%	1.4%	3.2%
		% of Total	2.8%	.0%	.3%	.0%	.1%	3.2%
	Yes	Count	8	55	347	197	68	675
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	1.2%	8.1%	51.4%	29.2%	10.1%	100.0%
		% within v2 - How often do you visit any of the tourist attractions?	27.6%	66.3%	96.1%	98.0%	95.85	90.6%
		% of Total	1.1%	7.4%	46.6%	26.4%	9.1%	90.6%
	No	Count	0	28	12	4	2	46
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	.0%	60.9%	26.1%	8.7%	4.3%	100.0%
		% within v2 - How often do you visit any of the tourist attractions?	.0%	33.7%	3.35	2.0%	2.8%	6.2%
		% of Total	.0%	3.8%	1.6%	.5%	.3%	6.2%
Total		Count	29	83	361	201	71	745
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	3.9%	11.1%	48.5%	27.0%	9.5%	100.0%
		% within v2 - How often do you visit any of the tourist attractions?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	3.9%	11.1%	48.55	27.0%	9.5%	100.0%

Secondly, cross tabulating variables 1 and 3 as shown in Table 5.6 revealed that, of the 675 respondents who are aware and visit these attractions, 36.1 percent (244) visit only at festive periods than at any other time, closely followed by 25.6 percent (173) who visit during excursions. Also, 23.4 percent (158) visit during the holidays while 8.1 percent (55) visit at weekends and 6.7 percent (45) did not respond.

Table 5.6: Cross Tabulation of Variables 1 and 3

V1- Are you aware of the availability of the numerous tourists' attractions in Nigeria? * V3 - At what time of the year do you normally visit the tourists' attractions? Cross tabulation

		v2 – At what time of the year do you normally visit the tourists' attractions?					
			No response	Excursions	Festive period	Holiday	weekend
V1-Are you aware of the availability of numerous tourists' attractions in Nigeria?	No response	Count	21	2	0	0	1
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	87.5%	8.3%	.0%	.0%	4.2%
		% within v3- At what time of the year do you normally visit the tourists' attractions?	25.3%	1.1%	.0%	.0%	1.7%
		% of Total	2.8%	.3%	.0%	.0%	.1%
	Yes	Count	45	173	244	158	55
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	6.7%	25.6%	36.1%	23.4%	8.1%
		% within v3- At what time of the year do you normally visit the tourists' attractions?	54.2%	93.5%	94.6%	98.1%	94.8%
		% of Total	6.0%	23.2%	32.8%	21.2%	7.4%
	No	Count	17	10	14	3	2
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	37.0%	21.7%	30.4%	6.5%	4.3%
		% within v3- At what time of the year do you normally visit the tourists' attractions?	20.5%	5.4%	5.4%	1.9%	3.4%
		% of Total	2.3%	1.3%	1.9%	.4%	.3%
	Total	Count	83	185	258	161	58
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	11.1%	24.8%	34.6%	21.6%	7.8%
		% within v3- At what time of the year do you normally visit the tourists' attractions?	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	11.1%	24.8%	34.6%	21.6%	7.8%

Thirdly, further cross tabulation of variables 1 and 4 was done to know the actual reasons why those who said they are aware visit these attractions, as shown in Table 5.7.

Table 5.7: Cross Tabulation of Variables 1 and 4

v1-Are you aware of the availability of the numerous tourists' attractions in Nigeria? * v4 - Why do you visit tourists' attractions in Nigeria? Cross tabulation

			V4 why do you visit tourists' attractions in Nigeria?					Total
			No response	Curiosity	Health	Recreation	Education	
V1-Are you aware of the availability of numerous tourists' attractions in Nigeria?	No response	Count	21	2	0	0	1	24
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	87.5%	4.2%	.0%	.0%	8.3%	100.0%
		% within v4 - why do you visit tourists' attractions in Nigeria?	28.4%	1.8%	.0%	.0%	.8%	3.2%
		% of Total	2.8%	.1%	.0%	.0%	.3%	3.2%
		Count	39	51	22	332	231	675
	Yes	% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	5.8%	7.6%	3.3%	49.2%	34.2%	100.0%
		% within v4 - why do you visit tourists' attractions in Nigeria?	52.7%	89.5%	95.7%	97.6%	92.0%	90.6%
		% of Total	5.2%	6.8%	3.0%	44.6%	31.0%	90.6%
		Count	14	5	1	8	18	46
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	30.4%	10.9%	2.2%	17.4%	39.1%	100.0%
		% within v4 - why do you visit tourists' attractions in Nigeria?	18.9%	8.8%	4.3%	2.4%	7.2%	6.2%
		% of Total	1.9%	.7%	.1%	1.1%	2.4%	6.2%
Total		Count	74	57	23	340	251	745
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	9.9%	7.7%	3.1%	45.6%	33.7%	100.0%
		% within v4 - why do you visit tourists' attractions in Nigeria?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	9.9%	7.7%	3.1%	45.6%	33.7%	100.0%

5.3.2 Assessing the Current State of Tourism in Nigeria

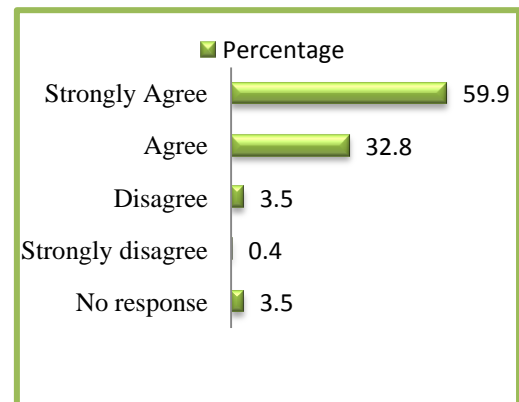
It was established in the literature that indeed Nigeria is blessed with several tourist attractions but this fact has not being able to contribute substantially to the economy. In an attempt to corroborate this information, respondents were asked to express their opinion on how they agree

or disagree that Nigeria has great tourist potentials in order to examine the true state of tourism in Nigeria. Table 5.8 and Figure 5.5 revealed that 59.9 percent (446) respondents strongly agree that Nigeria has great tourism potentials and 32.8 percent (244) agree. Also, 3.5 percent (26) disagree, while .4 percent (3) strongly disagree and 3.5 percent (26) did not respond. In other words 92.7 percent agree that Nigeria has great tourist potentials. The mean is 3.45 and shows that most of the data is located around this data value; refer to appendix B, and the standard deviation is .873 which shows the dispersion and spread of data, the greater the value of standard deviation, the more the spread out of data.

Table 5.8: Tourist Potentials in Nigeria

	Frequency	Percent	Valid percent	Cumulative percent
No response	26	3.5	3.5	3.5
Strongly disagree	3	.4	.4	3.9
Disagree	26	3.5	3.5	7.4
Agree	244	32.8	32.8	40.1
Strongly agree	446	59.9	59.9	100.0
Total	745	100.0	100.0	

Figure 5.5: Percentage of Distribution

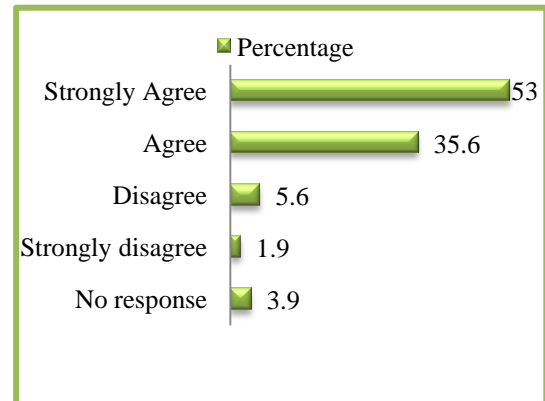


Furthermore, respondents were asked if the environment is very important to attracting tourists in order to know if this has contributed to the non patronage of the attractions. About 53.0 percent (395) strongly agree that the environment is very important to attracting visitors to tourist destinations and 35.6 percent (265) agree. Also, 5.6 percent (42) disagree while 1.9 percent (14) strongly disagrees and 3.9 percent (29) did not respond as revealed in Table 5.9 and Figure 5.6. This implies that 88.6 percent agree that the environment is very important in attracting visitors. The mean is 3.32 and reveals that data is located within the 3.32 data value and the standard deviation is .955 and shows that majority of the data value are concentrated at this value.

Table 5.9: The Environment and Tourists' Destination

	Frequency	Percent	Valid percent	Cumulative percent
No response	29	3.9	3.9	3.9
Strongly disagree	14	1.9	1.9	5.8
Disagree	42	5.6	5.6	11.4
Agree	265	35.6	35.6	47.0
Strongly agree	395	53.0	53.0	100.0
Total	745	100.0	100.0	

Figure 5.6: Percentage of Distribution

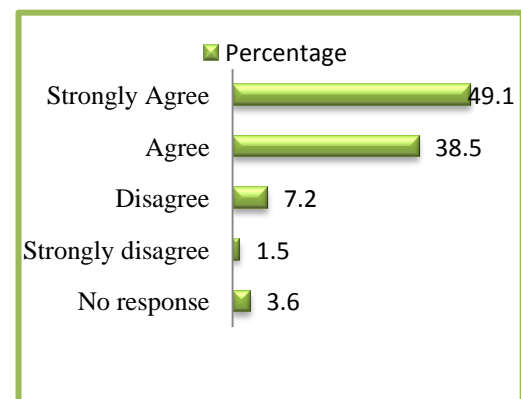


Also noted was the fact that Nigeria's tourist potentials are not fully developed and to authenticate this, respondents were asked to express their view on whether they agree or disagree that Nigerian tourist potentials are yet to be fully developed and harnessed, about 49.1 percent (366) strongly agree and 38.5 percent (287) agree as shown in Table 5.10 and Figure 5.7. Also, 7.2 percent (54) disagree while 1.5 percent (11) strongly disagrees and 3.6 percent (27) did not respond. This shows that a total of 87.6 percent agree that tourist potentials are yet to be fully developed. The mean revealed a data location value of 3.28 and also shows that the standard deviation is concentrated around the data value of .934.

Table 5.10: Development of Tourist Potentials

	Frequency	Percent	Valid percent	Cumulative percent
No response	27	3.6	3.6	3.6
Strongly disagree	11	1.5	1.5	5.1
Disagree	54	7.2	7.2	12.3
Agree	287	38.5	38.5	50.9
Strongly agree	366	49.1	49.1	100.0
Total	745	100.0	100.0	

Figure 5.7: Percentage of Distribution



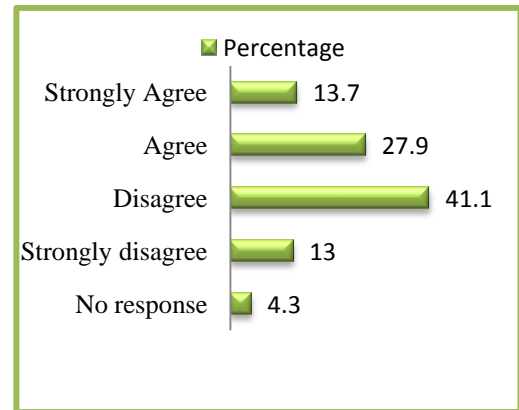
Likewise, when asked if tourism is adequately promoted or not, 41.1 percent (306) disagree that tourism is adequately promoted in Nigeria and 27.9 percent (208) agree. About 13.7 percent (102) strongly agree while 13.0 percent (97) strongly disagree and 4.3 percent (32) did not respond as shown in Table 5.11 and Figure 5.8. This means that 54.1 percent agree that tourism

is not adequately promoted in Nigeria and there is need for adequate promotion. The mean is 2.34 which show that the average data value is located around the value 2.34 and the standard deviation is 1.008 and shows the spread out of data.

Table 5.11: Promotion of Tourism in Nigeria

	Frequency	Percent	Valid percent	Cumulative percent
No response	32	4.3	4.3	4.3
Strongly disagree	97	13.0	13.0	17.3
Disagree	306	41.1	41.1	58.4
Agree	208	27.9	27.9	86.3
Strongly agree	102	13.7	13.7	100.0
Total	745	100.0	100.0	

Figure 5.8: Percentage of Distribution



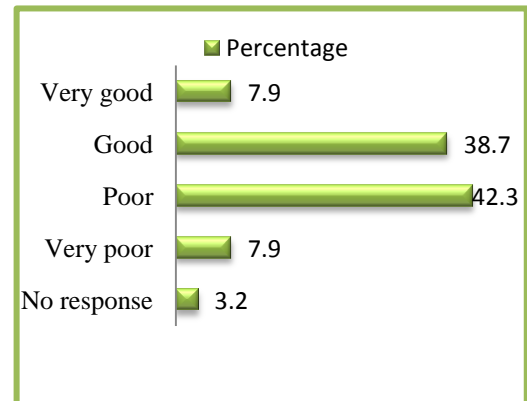
5.3.3 Evaluation of Tourism Infrastructure in Nigeria

The inadequacy and lack of tourism infrastructure is very pronounced in many of the tourist attractions, especially those that exist in the rural areas as found in the literature review and also witnessed at the various sites visited. In view of this and to ascertain this fact, respondents were asked to rate the tourism infrastructures in Nigeria. In rating tourism infrastructure in Nigeria, 42.3 percent (315) of respondents rated it as poor, and 38.7 percent (288) rated it as good. Also, 7.9 percent (59) said it is very good while 7.9 percent (59) rated it as very poor and 3.2 percent (24) did not respond. This implies that from the total respondents, 50.2 percent rated it as poor and 46.6 percent as good, as shown in Table 5.12 and Figure 5.9

Table 5.12: Rating of Tourism Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	24	3.2	3.2	3.2
Very poor	59	7.9	7.9	11.1
Poor	315	42.3	42.3	53.4
Good	288	38.7	38.7	92.1
Very good	59	7.9	7.9	100.0
Total	745	100.0	100.0	

Figure 5.9: Percentage of Distribution

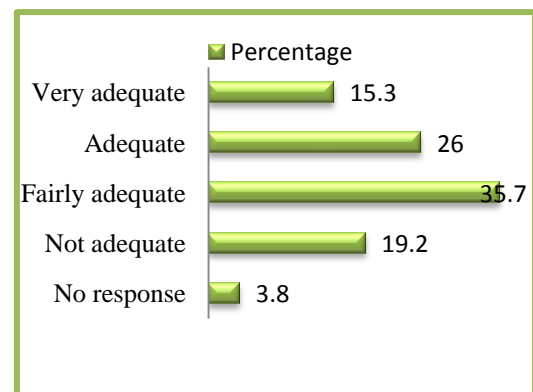


Likewise, respondents were also asked if tourism infrastructure in Nigeria can be considered as adequate; about 35.7 percent (266) respondents said it was fairly adequate and 26.0 percent (194) believe it is adequate. Also, 19.2 percent (143) said it is not adequate while 15.3 percent (114) responded that it was very adequate and 3.8 percent (28) did not respond. It can be seen from table 5.13 and Figure 5.10 that 54.9 percent consider tourism infrastructure not adequate and 41.3 percent consider it adequate.

Table 5.13: Adequacy of Tourism Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	28	3.8	3.8	3.8
Not adequate	143	19.2	19.2	23.0
Fairly adequate	266	35.7	35.7	58.7
Adequate	194	26.0	26.0	84.7
Very adequate	114	15.3	15.3	100.0
Total	745	100.0	100.0	

Figure 5.10: Percentage of Distribution



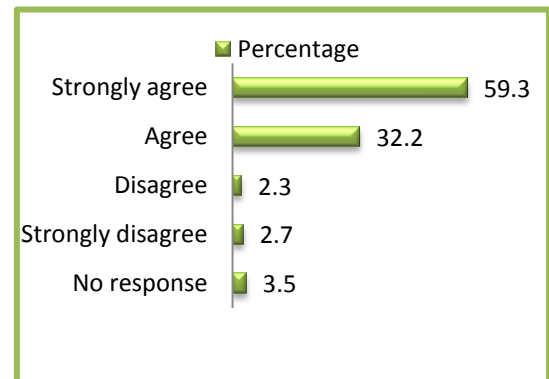
From the literature, lack of infrastructure is said to reduce the value of an attraction and high quality and functioning infrastructure encourage tourism growth. Therefore to ascertain if this indeed is true or false, respondents were asked to rate their response on whether they agree or disagree that infrastructure can enhance tourism development. About 59.3 percent (442) strongly agree that infrastructure can enhance tourism development in Nigeria and 32.2 percent (240) agree. Also, 2.7 percent (20) strongly disagree while 2.3 percent (17) disagree and

3.5percent (26) did not respond as shown in Table 5.14 and Figure 5.11. The analysis gave a total of 91.5 percent that agree to the notion. The mean is 3.41 and reveals that the data is located around this value and the standard deviation is .932 and shows the spread and dispersion of the data.

Table 5.14 : Infrastructure and Tourism Development

	Frequency	Percent	Valid percent	Cumulative percent
No response	28	3.8	3.8	3.8
Not adequate	143	19.2	19.2	23.0
Fairly adequate	266	35.7	35.7	58.7
Adequate	194	26.0	26.0	84.7
Very adequate	114	15.3	15.3	100.0
Total	745	100.0	100.0	

Figure 5.11: Percentage of Distributions

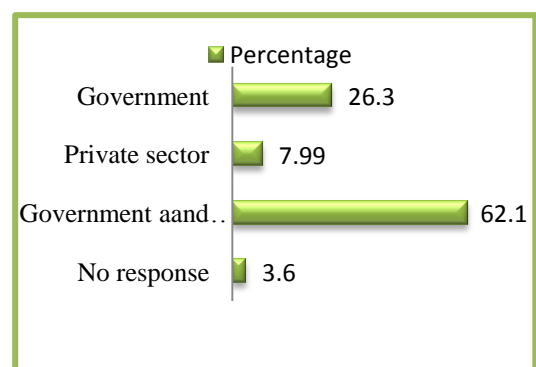


Furthermore, respondents' views were sought on who should lead tourism infrastructure development and a total of 62.1 percent (463) of the respondents are of the opinion that the government and the private sector should collaborate and lead tourism infrastructure development. About 26.3 percent (196) said the government should lead and 7.9 percent (59) said the private sector while 3.6 percent (27) did not respond. This is further revealed in Table 5.15 and Figure 5.12

Table 5.15: Leading of Tourism Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	27	3.6	3.6	3.6
Government and Private Sector	463	62.1	62.1	65.8
Private Sector	59	7.9	7.9	73.7
Government	196	26.3	26.3	100.0
Total	745	100.0	100.0	
No response	27	3.6	3.6	3.6

Figure 5.12: Percentage of Distribution



Further examining tourism infrastructure in Nigeria, variables 1 and 12 were cross tabulated to confirm whether those who are aware are those who want government and the private sector to lead tourism infrastructure. It was revealed that, of the 675 respondents who are aware of the

availability of tourist attractions in Nigeria, 63.6 percent (429) said the government and the private sector should lead. About 27.4 percent (185) said government and 7.9 percent (53) said private sector while 1.2 percent (8) did not respond.

The percentage total count shows that 62.1 percent (463) support that the government and private sector should lead and 26.3 percent (196) want the government to lead. Also, 7.9 percent (59) want the private sector to lead while 3.6 percent (27) did not respond. This is shown on Table 5.16 and confirms the frequency analysis and implies that 62.1 percent of the respondents that took part in the survey want the government and the private sector to collaborate and lead tourism infrastructure development.

Table 5.16: Cross Tabulation of Variables 1 and 12

V1 - Are you aware of the availability of the numerous tourists' attractions in Nigeria? * V12 - who should lead tourism infrastructure development? Cross Tabulation

			V12- who should lead tourism infrastructure development?				Total
			No response	Government and private sector	Private sector	Government	
Are you aware of the availability of numerous tourists' attractions in Nigeria?	No response	Count	17	6	0	1	24
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	70.8%	25.0%	.0%	4.2%	100.0%
		% within v12- who should lead tourism infrastructure development?	63.0%	1.3%	.0%	.5%	3.2%
		% of Total	2.3%	.8%	.0%	.1%	3.2%
	Yes	Count	8	429	53	185	675
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	1.2%	63.6%	7.9%	27.4%	100.0%
		% within v12- who should lead tourism infrastructure development?	29.6%	92.7%	89.8%	94.4%	90.6%
		% of Total	1.1%	57.6%	7.1%	24.8%	90.6%
	No	Count	2	28	6	10	46
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	4.3%	60.9%	13.0%	21.7%	100.0%
		% within v12- who should lead tourism infrastructure development?	7.4%	6.0%	10.2%	5.1%	6.2%
		% of Total	.3%	3.8%	.8%	1.3%	6.2%
Total	Count		27	463	59	196	745
	% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria		3.6%	62.1%	7.9%	26.3%	100.0%
	% within v12- who should lead tourism infrastructure development?		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		3.6%	62.1%	7.9%	26.3%	100.0%

Also, Variables 10 and 12 were further cross tabulated to examine whether those who said government and private sector should lead tourism infrastructure are part of those who considered tourism infrastructure as fairly adequate. As shown in Table 5.17, a total of 41.0 percent (190) of the 463 respondents consider tourism infrastructure as fairly adequate and 22.0 percent (102) regard it inadequate. Again, 23.1 percent (107) regard it as adequate while 13.8

percent (64) considered it to be very adequate leaving none that responded. This implies that a total of 63.0 percent (292) hold the view that tourism infrastructure is basically inadequate. The percentage total indicate that from the 745 respondents that took part in the survey a total of 54.9 percent support that tourism infrastructure is not adequate.

Table 5.17: Cross Tabulation of Variables 10 And 12

v12 - Who should lead tourism infrastructure development? * v10 - Do you consider tourism infrastructure adequate for tourism development in Nigeria? Cross tabulation

			V10- do you consider tourism infrastructure adequate for tourism development in Nigeria?					Total
			No response	Not adequate	Fairly adequate	Adequate	Very adequate	
v12 - who should lead tourism infrastructure development?	No response	Count	24	1	1	1	0	27
		v12 - who should lead tourism infrastructure development?	88.9%	3.7%	3.7%	3.7%	.0%	100.0%
		V10- do you consider tourism infrastructure adequate for tourism development in Nigeria?	85.7%	.7%	.4%	.5%	.0%	3.6%
		% of Total	3.2%	.1%	.1%	.1%	.0%	3.6%
		Count	0	102	190	107	64	463
	Government and private sector	v12 - who should lead tourism infrastructure development?	.0%	22.0%	41.0%	23.1%	13.8%	100.0%
		V10- do you consider tourism infrastructure adequate for tourism development in Nigeria?	.0%	71.3%	71.4%	55.2%	56.1%	62.1%
		% of Total	.0%	13.7%	25.5%	14.4%	8.6%	62.1%
		Count	3	9	21	16	10	59
	Private sector	v12 - who should lead tourism infrastructure development?	5.1%	15.3%	35.6%	27.1%	16.9%	100.0%
		V10- do you consider tourism infrastructure adequate for tourism development in Nigeria?	10.7%	6.3%	7.9%	8.2%	8.8%	7.9%
		% of Total	.4%	1.2%	2.8%	2.1%	1.3%	7.9%
		Count	1	31	54	70	40	196
	Government	v12 - who should lead tourism infrastructure development?	.5%	15.8%	27.6%	35.7%	20.4%	100.0%
		V10- do you consider tourism infrastructure adequate for tourism development in Nigeria?	3.6%	21.7%	20.3%	36.1%	35.1%	26.3%
		% of Total	.1%	4.2%	7.2%	9.4%	5.4%	26.3%
		Count	28	143	266	194	114	745
Total		v12 - who should lead tourism infrastructure development?	3.8%	19.2%	35.7%	26.0%	15.3%	100.0%
		V10- do you consider tourism infrastructure adequate for tourism development in Nigeria?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	3.8%	19.2%	35.7%	26.0%	15.3%	100.0%
		Count	28	143	266	194	114	745

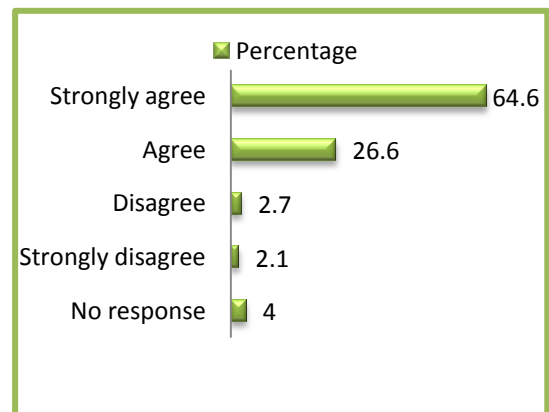
5.3.4 Achieving Economic Diversification through Tourism

Many countries have recorded success in developing their economy through economic diversification and tourism is seen to play a significant role in many declining economies as seen in the literature review. In a bid to investigate whether respondents are aware of the role tourism can play in the Nigerian economy, further analysis on the potential role of tourism in economic diversification was carried out. The analysis revealed that 64.6 percent (481) strongly agree that tourism has huge economic potential. Also, 26.6 percent (198) agree, 2.7 percent (20) disagree while 2.1 percent (16) strongly disagree and 4.0 percent (30) did not respond. That is, 91.2 percent of the respondents agree that tourism has huge economic potentials as further shown in Table 5.18 and Figure 5.13. Most of the data is located around the mean of 3.46 and the spread of the data; the standard deviation is .957

Table 5.18: Economic Potentials of Tourism

	Frequency	Percent	Valid percent	Cumulative percent
No response	30	4.0	4.0	4.0
Strongly disagree	16	2.1	2.1	6.2
Disagree	20	2.7	2.7	8.9
Agree	198	26.6	26.6	35.4
Strongly agree	481	64.6	64.6	100.0
Total	745	100.0	100.0	

Figure 5.13: Percentage of Distributions



Also, Table 5.19 and Figure 5.14 show that 73.4 percent (547) strongly agree that if well exploited, tourism can generate huge income and employment opportunities and 20.5 percent (153) agree. About 1.3 percent (10) strongly disagrees while .9 percent (7) disagrees and 3.8 percent (28) did not respond. In total, 93.9 respondent agree and the mean is 3.59 and the standard deviation is .891

Table 5.19: Income and Employment

	Frequency	Percent	Valid percent	Cumulative percent
No response	28	3.8	3.8	3.8
Strongly disagree	10	1.3	1.3	5.1
Disagree	7	.9	.9	6.0
Agree	153	20.5	20.5	26.6
Strongly agree	547	73.4	73.4	100.0
Total	745	100.0	100.0	

Figure 5.14: Percentage of Distribution

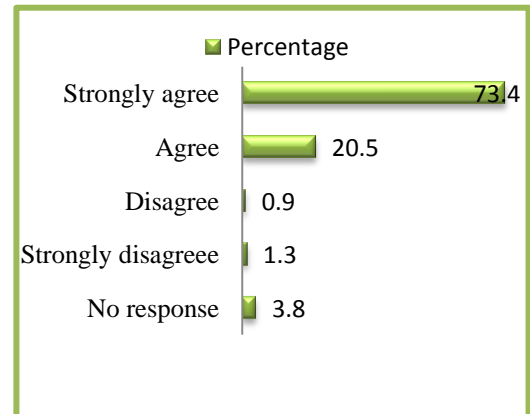
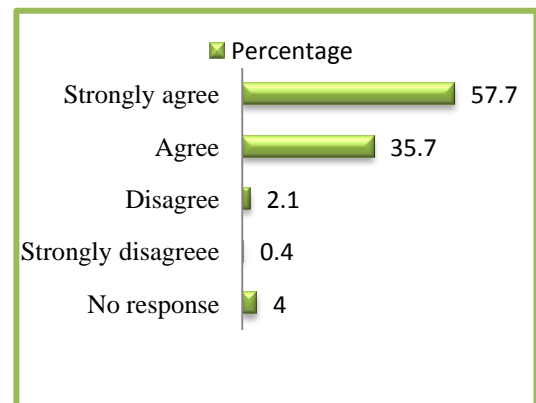


Table 5.20 and Figure 5.15 shows that about 57.7 percent (430) of the respondents strongly agree that for tourism to be economically viable, it must receive huge investments, closely followed by 35.7 percent (266) who agree. Also, 2.1 percent (16) disagree while .4 percent (3) strongly disagrees and 4.0 percent (30) did not respond. In total, 93.4 respondents agree, while the mean show that most of the data is located around 3.43 and the standard deviation which shows the spread is .892

Table 5.20: Investing in Tourism

	Frequency	Percent	Valid percent	Cumulative percent
No response	30	4.0	4.0	4.0
Strongly disagree	3	.4	.4	4.4
Disagree	16	2.1	2.1	6.6
Agree	266	35.7	35.7	42.3
Strongly agree	430	57.7	57.7	100.0
Total	745	100.0	100.0	

Figure 5.15: Percentage Distribution

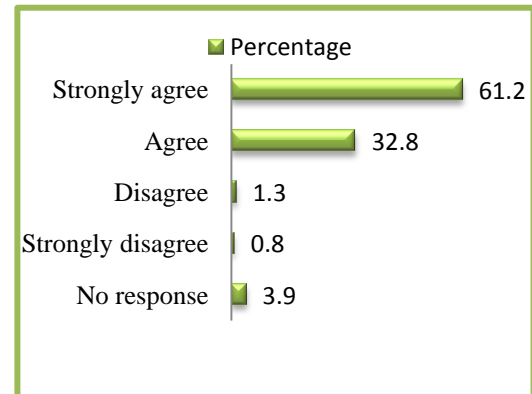


In addition to the above, Table 5.21 and Figure 5.16 revealed that 61.2 percent (456) strongly agree that tourism can be a huge source of internally generated revenue. About 32.8 percent (244) of the respondents agree while 1.3 percent (10) disagrees, .8 percent (6) strongly disagree and 3.9 percent (29) did not respond. It can be seen that a total of 94 percent agree that tourism is a huge source of internally generated revenue. The mean value is 3.47 and standard deviation which shows the spread of data is .890.

Table 5.21: Tourism as source of Internally Generated Revenue

	Frequency	Percent	Valid percent	Cumulative percent
No response	29	3.9	3.9	3.9
Strongly disagree	6	.8	.8	4.7
Disagree	10	1.3	1.3	6.0
Agree	244	32.8	32.8	38.8
Strongly agree	456	61.2	61.2	100.0
Total	745	100.0	100.0	

Figure 5.16: Percentage of Distribution



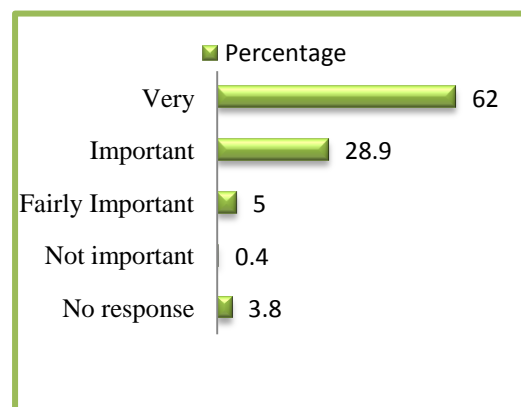
5.3.5 Awareness, understanding and availability of landscaping in Nigerian tourist attractions

In examining the importance of natural and man made landscaping to tourism development and its vital role in the choice of a holiday destination, and also to corroborate the literature findings on landscaping in Nigeria, the respondents' awareness of landscaping in the Nigerian tourist attractions was examined. Table 5.22 and Figure 5.17 show the respondents' view on the importance of both natural and man made landscaping to tourism development. The largest category of respondents 62.0 percent (462) rated it as very important to tourism development followed by 28.9 percent (215) as important. Also, 5.0 percent (37) said it is fairly important while .4 percent (3) said it is not important and 3.8 percent (28) did not respond. From the analysis, a total of 90.9 percent said landscaping is important to tourism development.

Table 5.22: Importance of Natural and Man-made Landscaping to Tourism Development

	Frequency	Percent	Valid percent	Cumulative percent
No response	28	3.8	3.8	3.8
Not important	3	.4	.4	4.2
Fairly important	37	5.0	5.0	9.1
important	215	28.9	28.9	38.0
Very important	462	62.0	62.0	100.0
Total	745	100.0	100.0	

Figure 5.17: Percentage of Distribution



Further examining the importance of landscaping to tourism development, cross tabulation of variables 20 and 17 was done to know if respondents that said natural and man made landscaping is important to tourism development will be encouraged to visit if better landscaping is implemented. As shown in Table 5.23, about 66.3 percent (434) of the 655 respondents that assert that they will visit if landscaping is implemented also said natural and man made landscaping is very important to tourism development and 29.0 percent (190) said it is very important. Also, 4.0 percent (26) said it is fairly important while .3 percent (2) said it is not important and .5 percent (3) did not respond; giving a total of 95.3 percent that support natural and man made landscaping in the Nigerian tourist attractions.

The percentage total count also show that, of the 745 respondent that took part in the survey, 62.0 percent regard landscaping to be very important to tourism development and 28.9 percent said it is important, making a total of 677 of the respondents.

Table 5.23: Cross Tabulation of Variables 20 and 17

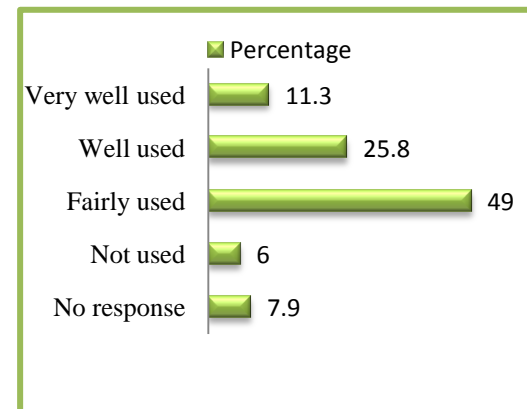
v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often? * v17 - How important is natural and human-made landscaping to tourism development? Cross tabulation

		V17- how is natural and human made landscaping to tourism development?					Total
		No response	Not important	Fairly important	Important	Very important	
v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	No response	Count	24	0	2	16	56
		% within v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	42.9%	0%	3.6%	28.6%	100.0%
		% within v17- how is natural and human made landscaping to tourism development?	85.7%	.0%	5.4%	7.4%	7.5%
		% of Total	3.2%	.0%	.3%	2.1%	7.5%
	Yes	Count	3	2	26	190	655
		% within v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	.5%	.3%	4.0%	29.0%	100.0%
		% within v17- how is natural and human made landscaping to tourism development?	10.7%	66.7%	70.3%	88.4%	87.9%
		% of Total	.4%	.3%	3.5%	25.5%	87.9%
	No	Count	1	1	9	9	34
		% within v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	2.9%	2.9%	26.5%	26.5%	100.0%
		% within v17- how is natural and human made landscaping to tourism development?	3.6%	33.3%	24.3%	4.2%	4.6%
		% of Total	.1%	.1%	1.2%	1.2%	4.6%
Total	Count		28	3	37	215	745
	% within v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?		3.8%	.4%	5.0%	28.9%	100.0%
	% within v17- how is natural and human made landscaping to tourism development?		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		3.8%	.4%	5.0%	28.9%	100.0%

Further investigations to know the extent of how landscape elements are used in the attractions visited by the respondents are revealed in Table 5.24 and Figure 5.18 respectively. The result show that, 49.0 percent (365) said that landscape elements are fairly used in the attractions visited, about 25.8 percent (192) are of the view that landscaping is well used, while 11.3 percent (84) said it was very well used, 6.0 percent (45) said it was not used and 7.9 percent (59) did not respond. It can be observed that a total of 55 percent said it is not used or fairly used while 37.1 percent said it was well used.

Table 5.24: Extent of use of Landscape Elements

	Frequency	Percent	Valid percent	Cumulative percent
No response	59	7.9	7.9	7.9
Not used	45	6.0	6.0	14.0
Fairly used	365	49.0	49.0	63.0
Well used	192	25.8	25.8	88.7
Very well used	84	11.3	11.3	100.0
Total	745	100.0	100.0	

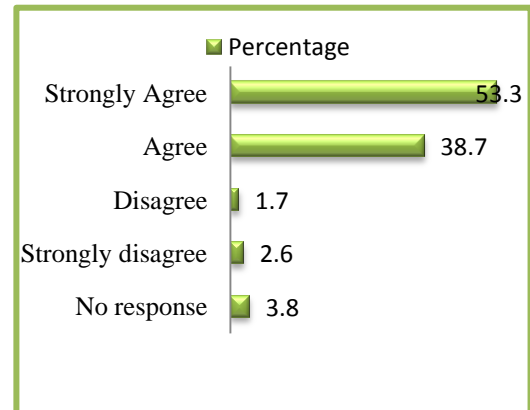


To examine if landscaping would play any role and its need in tourist attractions, respondents' opinions were also sought. A total of 53.3 percent (397) strongly agree that there is need for landscaping in the Nigerian tourist attractions, closely followed by 38.7 percent (288) that agree. Also, 2.6 percent (19) strongly disagree while 1.7 percent (13) disagrees and 3.8 percent (28) did not respond, making a total of 91 percent that support that there is the need for landscaping in the Nigerian tourist attractions as shown in Table 5.25 and Figure 5.19. The mean is 3.35 which shows the location of data and standard deviation which shows the spread is .932

Table 5.25: Need for Landscaping in the Nigerian Tourist Attractions

	Frequency	Percent	Valid percent	Cumulative percent
No response	28	3.8	3.8	3.8
Strongly disagree	19	2.6	2.6	6.3
Disagree	13	1.7	1.7	8.1
Agree	288	38.7	38.7	46.7
Strongly agree	397	53.3	53.3	100.0
Total	745	100.0	100.0	

Figure 5.19: Percentage of Distribution

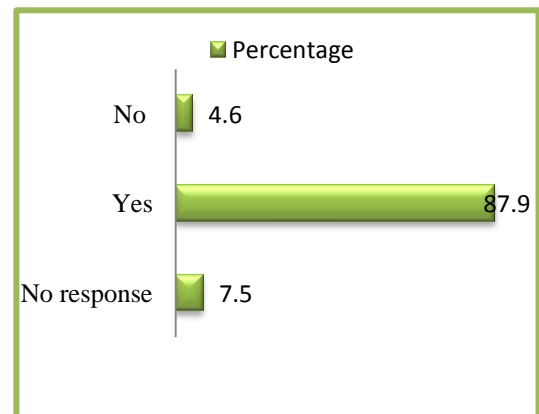


Also, Table 5.26 and Figure 5.20 show that implementing better landscaping will encourage 87.9 percent (655) of the respondents to visit tourist attractions but will be of little importance to 4.6 percent (34) and the 7.5 percent (56) who did not respond.

Table 5.26: Encouraging Visits

	Frequency	Percent	Valid percent	Cumulative percent
No response	56	7.5	7.5	7.5
Yes	655	87.9	87.9	95.4
No	34	4.6	4.6	100.0
Total	745	100.0	100.0	

Figure 5.20: Percentage of Distribution



In checking the availability of some landscape elements in the tourist attractions, respondents were asked their opinions on the availability of these elements based on the attractions they have visited. About 38.3 percent (285) responded that flowers, shrubs and lawns are available and 16.4 percent (122) they are very much available. Also, 11.0 percent (82) said they are not available while 5.0 percent (37) never available and 29.4 percent (219) did not respond.

In the same vein, 44.8 percent (334) responded that trees are available and 33.2 percent (247) very much available. Also, 9.9 percent (74) said trees are not available while 5.0 percent (37) never available while 7.1 percent (53) did not respond to this question.

On the availability of rocks and hills, 40.3 percent (300) said they are available, 32.9 percent (245) said very much available, 12.6 percent (94) not available while 5.6 percent (42) said never available and 8.6 percent (64) did not respond to this question.

Also, 37.3 percent (278) responded that street furniture, sculpture and lighting are available and 26.8 percent (200) said they are not available. Also, 21.2 percent (158) said very much available while 7.2 percent (54) they are never available and 7.4 percent (55) did not respond.

Furthermore, 46.8 percent (349) responded that walkways are available, 20.4 percent (152) did not walkways. Also, 18.3 percent (136) said very much available while 6.8 percent (51) said never available and 7.7 percent (57) did not respond.

Also revealed on the availability of pools, ponds and fountain, 47.2 percent (352) said they are available while 18.8 percent (140) said they are not available. Also, 19.7 percent (147) said they are very much available while 7.2 percent (54) said they are never available and 7.0 percent (52) did not respond.

It can be observed that the percentages of responses on the availability of design elements are low in some cases and high in others. These may be explained by some attractions visited being in urban settings and not rural settings.

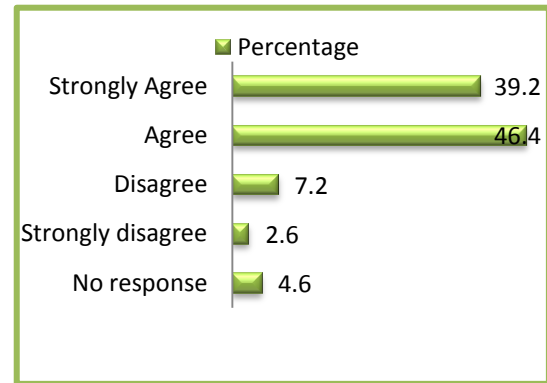
5.3.6 The need to promote local and international interest in tourism through landscaping

Good landscaping contributes to the marketing of a tourist attraction including the physical infrastructure. As such respondents' opinions on whether they agree that landscape elements are a form of tourism infrastructure in Table 5.27 and Figure 5.21 revealed that 46.4 percent (346) agree that it is a form of tourism infrastructure. About 39.2 percent (292) strongly agree while 7.2 percent (54) disagree. Also, 2.6 percent (19) strongly disagree and 4.6 percent (34) did not respond. This means that a total of 85.0 percent agree that it is a form of tourism infrastructure. The mean is 3.13 and shows that the average value where the data falls and the standard deviation is .980 which shows the dispersion of the data.

Table 5.27: Landscape Elements as Tourism Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	34	4.6	4.6	4.6
Strongly disagree	19	2.6	2.6	7.1
Disagree	54	7.2	7.2	14.4
Agree	346	46.4	46.4	60.8
Strongly agree	292	39.2	39.2	100.0
Total	745	100.0	100.0	

Figure 5.21: Percentage of Distribution

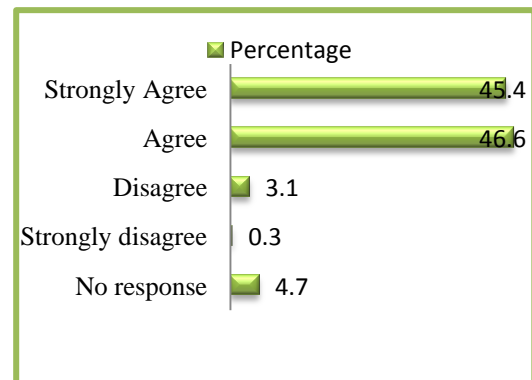


Similarly, on whether landscaping can change the attitude of people towards tourism, a total of 46.6 percent (347) respondents agree as shown in Table 5.28 and Figure 5.22, closely followed by 45.4 percent (338) that strongly agree. About 3.1 percent (23) disagree while .3 percent (2) strongly disagrees and 4.7 percent (35) did not respond. It implies that 92.0 percent agree that landscaping can change people's attitude towards tourism. The average value of data falls within the mean of 3.28 and the spread of data, the standard deviation is .918.

Table 5.28: Attitude to Tourism

	Frequency	Percent	Valid percent	Cumulative percent
No response	35	4.7	4.7	4.7
Strongly disagree	2	.3	.3	5.0
Disagree	23	3.1	3.1	8.1
Agree	347	46.6	46.6	54.6
Strongly agree	338	45.4	45.4	100.0
Total	745	100.0	100.0	

Figure 5.22: Percentage of Distribution

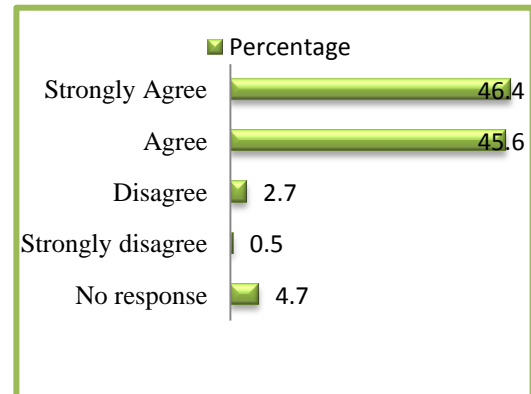


Furthermore, as shown in Table 5.29 and Figure 5.23, 46.4 percent (346) strongly agree that more people are likely to visit tourist attractions in Nigeria if landscaping is introduced. About 45.6 percent (340) agree while 2.7 percent (20) disagree and .5 percent strongly disagrees; also 4.7 percent (35) did not respond and those who agree in total was 90.0 percent. Data is located around the mean of 3.29 and the standard deviation is .925 which shows the concentration of the data.

Table 5.29: Introducing Landscaping

	Frequency	Percent	Valid percent	Cumulative percent
No response	35	4.7	4.7	4.7
Strongly disagree	4	.5	.5	5.2
Disagree	20	2.7	2.7	7.9
Agree	340	45.6	45.6	53.6
Strongly agree	346	46.4	46.4	100.0
Total	745	100.0	100.0	

Figure 5.23: Percentage of Distribution

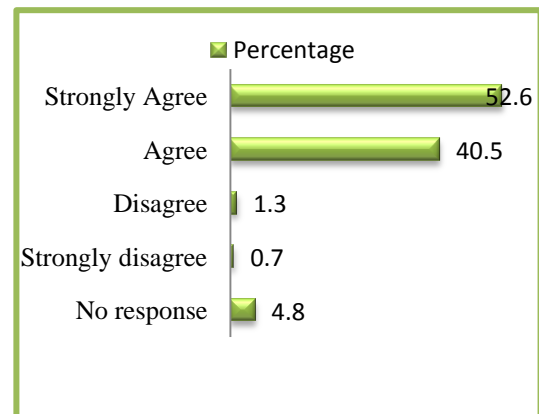


Also, Table 5.30 and Figure 5.24 revealed that, 52.6 percent (392) strongly agree that landscaping will enhance tourism attractions and attract local and foreign tourists to destinations in Nigeria and about 40.5 percent (302) agree. Also, 1.3 percent (10) disagrees while .7 percent (5) strongly disagrees and 4.8 percent did not respond. A total of 93.1 percent therefore agree that landscaping will enhance the Nigerian tourist attractions. The average value data location falls within the mean 3.35 and the standard deviation, the spread is .936.

Table 5.30: Attraction of Local and Foreign Tourists

	Frequency	Percent	Valid percent	Cumulative percent
No response	36	4.8	4.8	4.8
Strongly disagree	5	.7	.7	5.5
Disagree	10	1.3	1.3	6.8
Agree	302	40.5	40.5	47.4
Strongly agree	392	52.6	52.6	100.0
Total	745	100.0	100.0	

Figure 5.24: Percentage of Distribution



5.3.7 Role of Landscaping in Sustainable Tourism Development

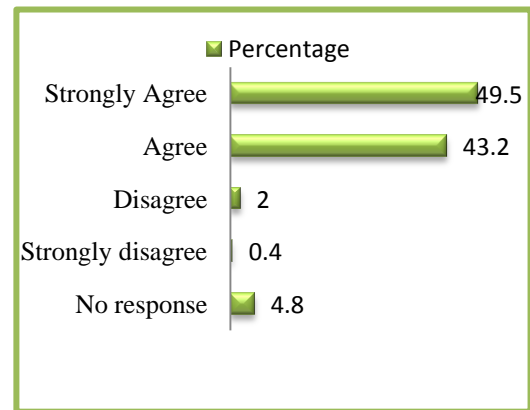
The long term economic success of tourism is dependent upon the quality and the aesthetics of a destination. In examining the role of landscaping in sustainable tourism development in Nigeria, respondents were also asked to give their opinion on whether they agree that landscape can facilitate sustainable tourism development. About 49.5 percent (369) strongly agree closely followed by 43.2 percent (322) that agree while 2.0 percent (15) disagree. Also, .4 percent (3)

strongly disagree and 4.8 percent (36) did not respond. In total, table 5.31 and Figure 5.25 show clearly that about 92.7 percent agree to the opinion that landscaping can facilitate sustainable tourism development. The mean is 3.32 and shows the data location and the standard deviation which shows the data spread is .929.

Table 5.31: Facilitating Sustainable Tourism

	Frequency	Percent	Valid percent	Cumulative percent
No response	36	4.8	4.8	4.8
Strongly disagree	3	.4	.4	5.2
Disagree	15	2.0	2.0	7.2
Agree	322	43.2	43.2	50.5
Strongly agree	369	49.5	49.5	100.0
Total	745	100.0	100.0	

Figure 5.25: Percentage of Distribution



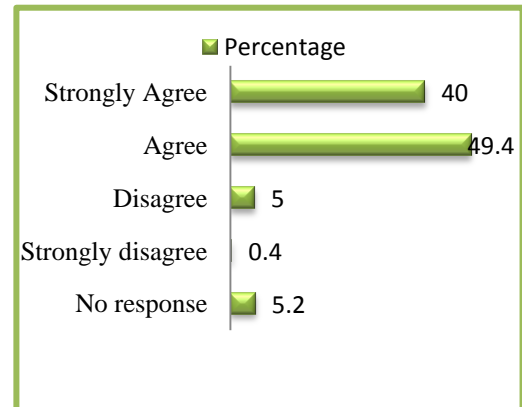
Also, 49.4 percent (368) agree that a good landscape will enhance wellbeing and 40.0 percent (298) strongly agree. The analysis as further shown in Table 5.32 and Figure 5.26 shows that 5.0 percent (37) disagree while .4 percent (3) strongly disagree and 5.2 percent (39) did not respond, giving a total of 89.4 percent that agree. The mean, the average data location is 3.19 and the standard deviation shows the data spread of .951.

On further analysis as shown in Table 5.33 and Figure 5.27, 51.7 percent (385) strongly agree that landscaping does enhance the quality of the physical environment and 40.4 percent (301) agree. About 2.6 percent (19) disagree while .7 percent (5) strongly

Table 5.32: Landscape and Wellbeing

	Frequency	Percent	Valid percent	Cumulative percent
No response	39	5.2	5.2	5.2
Strongly disagree	3	.4	.4	5.6
Disagree	37	5.0	5.0	10.6
Agree	368	49.4	49.4	60.0
Strongly agree	298	40.0	40.0	100.0
Total	745	100.0	100.0	

Figure 5.26: Percentage of Distribution

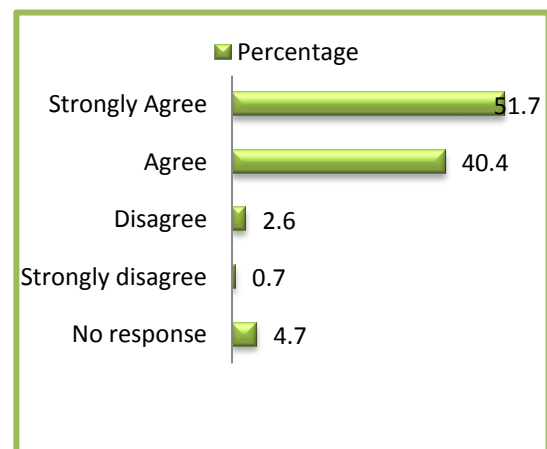


disagrees and 4.7 percent (35) did not respond. This gave a total of 92.1 percent of respondents that are of the opinion that landscaping does enhance the quality of the physical environment. The mean shows that data is located around 3.34 and the standard deviation shows the spread of .938.

Table 5.33: Quality of Environment

	Frequency	Percent	Valid percent	Cumulative percent
No response	35	4.7	4.7	4.7
Strongly disagree	5	.7	.7	5.4
Disagree	19	2.6	2.6	7.9
Agree	301	40.4	40.4	48.3
Strongly agree	385	51.7	51.7	100.0
Total	745	100.0	100.0	

Figure 5.27: Percentage of Distribution



Also, 49.0 percent (365) strongly agree that there is aesthetic value in designed landscape and 39.2 percent (292) agree. As shown in Table 5.34 and Figure 5.28, 3.9 percent (29) disagree while .5 percent (4) strongly disagrees and 7.4 percent (55) did not respond; giving a total of 88.2 percent of respondents that agree to this notion. The mean shows that the average data falls within 3.22 and spread around the standard deviation of 1.081.

Table 5.34: Aesthetic Value of Landscape

	Frequency	Percent	Valid percent	Cumulative percent
No response	55	7.4	7.4	7.4
Strongly disagree	4	.5	.5	7.9
Disagree	29	3.9	3.9	11.8
Agree	292	39.2	39.2	51.0
Strongly agree	365	49.0	49.0	100.0
Total	745	100.0	100.0	

Figure 5.28: Percentage of Distribution

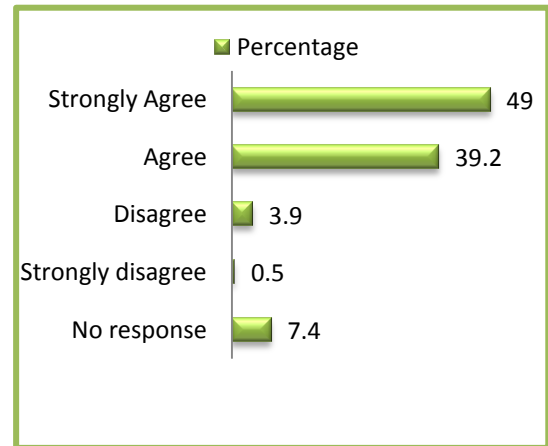
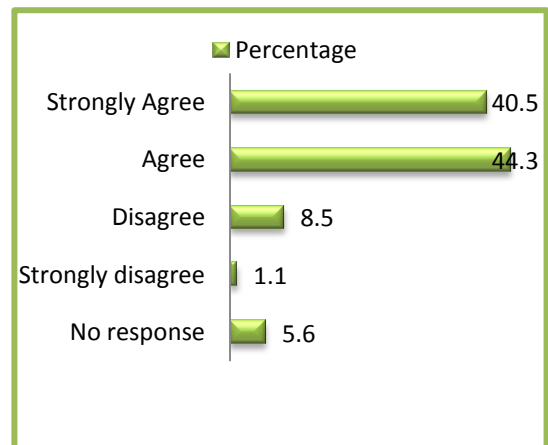


Table 5.35 and Figure 5. 29 also revealed that 44.3 percent (330) agree that the poor physical environments in Nigeria are due to lack of designed landscapes and 40.5 percent (302) strongly agree. Also, 8.5 percent (63) disagree while 1.1 percent (8) strongly disagrees and 5.6 percent did not respond. This implies that a total of 84.8 percent agree that the poor physical environment are due to the lack of designed landscape. The average data value is located around the mean of 3.13 and spread around the standard deviation of 1.012.

Table 5.35: Lack of Designed Landscape

	Frequency	Percent	Valid percent	Cumulative percent
No response	42	5.6	5.6	5.6
Strongly disagree	8	1.1	1.1	6.7
Disagree	63	8.5	8.5	15.2
Agree	330	44.3	44.3	59.5
Strongly agree	302	40.5	40.5	100.0
Total	745	100.0	100.0	

Figure 5.29: Percentage of Distribution



5.3.8 The likely impact of landscaping on the quality of life through tourism

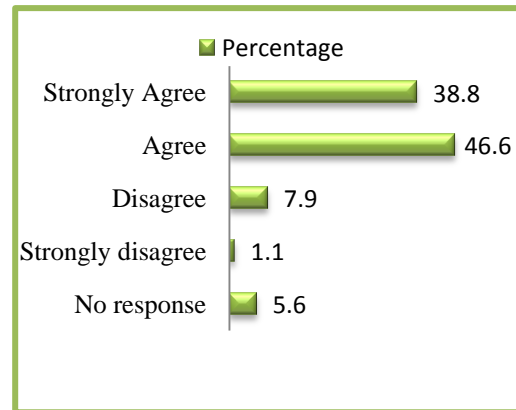
To ascertain respondents' opinions on whether landscaping can change the attitude of people towards holidaying, Table 5.36 and Figure 5.30 revealed that 46.6 percent (347) agree that people's attitude towards tourism will change if landscaping elements are used in the Nigerian

tourist attractions and 38.8 percent (289) strongly agree. Also, 7.9 percent (59) disagree while 1.1 percent strongly disagrees and 5.6 percent (42) did not respond. It therefore implies that a total of 85.4 percent of respondents agree that people's attitude to tourism will change towards holidaying if landscaping is used. The mean which shows the location of data is 3.12 and the standard deviation which shows the spread is 1.002.

Table 5.36: Attitude towards Holidaying

	Frequency	Percent	Valid percent	Cumulative percent
No response	42	5.6	5.6	5.6
Strongly disagree	8	1.1	1.1	6.7
Disagree	59	7.9	7.9	14.6
Agree	347	46.6	46.6	61.2
Strongly agree	289	38.8	38.8	100.0
Total	745	100.0	100.0	

Figure 5.30: Percentage of Distribution

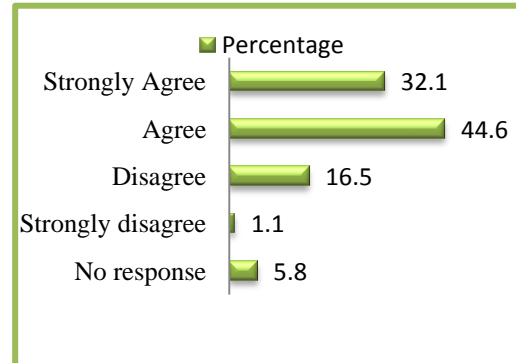


From the literature, aesthetic appearance was found to be an important appeal and many people are willing to pay for good looking attractions. As revealed in Table 5.37 and Figure 5.31 that 44.6 percent (332) of respondents agree that lack of good landscaping explains the negative attitude to tourism in Nigeria and 32.1 percent (239) strongly agree. Also, 16.5 percent (123) disagree while 1.1 percent (8) strongly disagrees and 5.8 percent (43) did not respond, giving a total of 76.7 percent that agree. The mean is revealed to be 2.96 and the standard deviation shows the spread of 1.024.

Table 5.37: Negative attitude to Tourism

	Frequency	Percent	Valid percent	Cumulative percent
No response	43	5.8	5.8	5.8
Strongly disagree	8	1.1	1.1	6.8
Disagree	123	16.5	16.5	23.4
Agree	332	44.6	44.6	67.9
Strongly agree	239	32.1	32.1	100.0
Total	745	100.0	100.0	

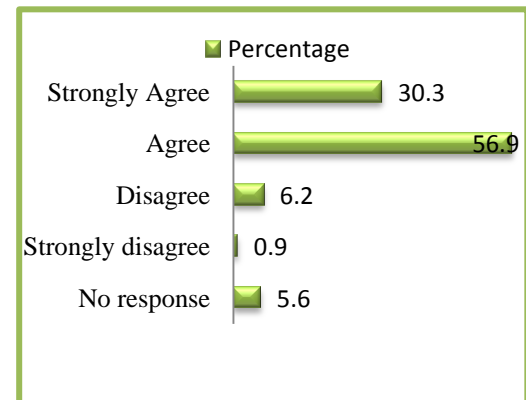
Figure 5.31: Percentage of Distribution



Furthermore, 56.9 percent (424) agree that landscaping is a key element towards the emerging tourism market, in addition, 30.3 percent (226) strongly agree. Also, 6.2 percent (46) disagree while .9 percent (7) strongly disagrees and 5.6 percent (42) did not respond. The total respondents that agree to this notion therefore are 87.2 percent as can be seen in Table 5.38 and Figure 5.32. The mean, that is, the average data value is 3.05 and the standard deviation, that is, the spread is .953.

Table 5.38: Key Element towards Tourism Market

	Frequency	Percent	Valid percent	Cumulative percent
No response	42	5.6	5.6	5.6
Strongly disagree	7	.9	.9	6.6
Disagree	46	6.2	6.2	12.8
Agree	424	56.9	56.9	69.7
Strongly agree	226	30.3	30.3	100.0
Total	745	100.0	100.0	

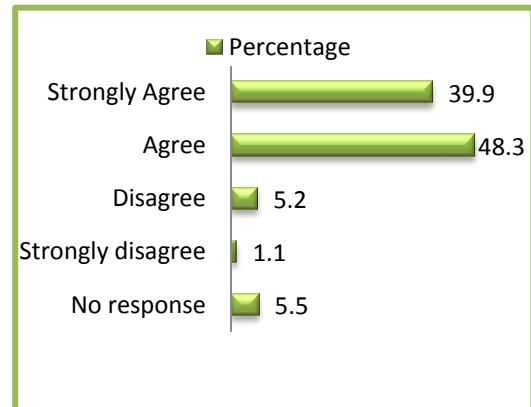


Again, the analysis revealed in Table 4.39 and Figure 4.33 that 48.3 percent (360) agree that landscaping can present various investment opportunities in the tourism industry and 39.9 percent (297) strongly agree. Also, 5.2 percent (39) disagree and 1.1 percent (8) strongly disagrees while 5.5 percent (41) did not respond. The total respondents therefore that agree that landscaping can be an investment opportunity for tourism industry is 88.2 percent. The mean is 3.16 and the standard deviation is .982, Showing the data location and data spread respectively.

Table 5.39: Investment Opportunities in Landscaping

	Frequency	Percent	Valid percent	Cumulative percent
No response	41	5.5	5.5	5.5
Strongly disagree	8	1.1	1.1	6.6
Disagree	39	5.2	5.2	11.8
Agree	360	48.3	48.3	60.1
Strongly agree	297	39.9	39.9	100.0
Total	745	100.0	100.0	

Figure 5.33: Percentage of Distribution



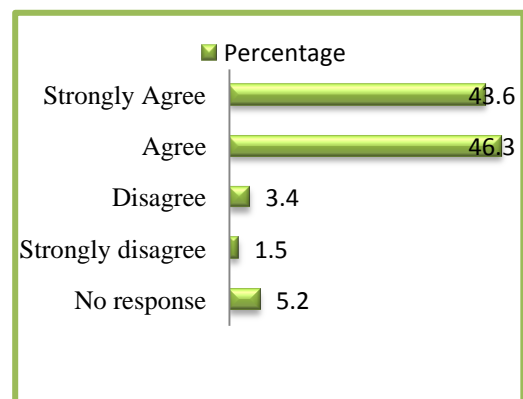
5.3.9 Landscape as a Form of Tourism infrastructure

From the survey, the respondents were asked to give their opinions and rate their responses from strongly agree to strongly disagree on whether landscape elements are a form of tourism infrastructure or not in order to know if they are relevant to tourism development or not. Table 5.40 and Figure 5.34 show that 46.3 percent (345) agree and 43.6 percent strongly agree that landscape element is a form of tourism infrastructure. Also, 3.4 percent (25) disagree while 1.5 percent (11) strongly disagrees and 5.2 percent (39) did not respond. Accordingly, a total of 89.9 percent of respondents that took part in the survey agree. The mean is 3.22 and the standard deviation is .977. Revealing the data location and the data spread respectively.

Table 5.40: Landscaping as Tourism Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	39	5.2	5.2	5.2
Strongly disagree	11	1.5	1.5	6.7
Disagree	25	3.4	3.4	10.1
Agree	345	46.3	46.3	56.4
Strongly agree	325	43.6	43.6	100.0
Total	745	100.0	100.0	

Figure 5.34: Percentage of Distribution



Further investigation as shown in Table 5.41 and Figure 5.35 revealed that 47.5 percent (354) agree that landscaping can be used to promote tourist attractions and 44.8 percent (334) strongly

agree. Also, 2.0 percent (15) disagree and .8 percent (6) strongly disagrees while 4.8 percent (36) did not respond, giving a total of 93.2 percent that agree to this notion. The average value falls within the mean of 3.27 and the spread which is the standard deviation is .930.

Table 5.41: Promoting Tourism though Landscaping

	Frequency	Percent	Valid percent	Cumulative percent
No response	36	4.8	4.8	4.8
Strongly disagree	6	.8	.8	5.6
Disagree	15	2.0	2.0	7.7
Agree	354	47.5	47.5	55.2
Strongly agree	334	44.8	44.8	100.0
Total	745	100.0	100.0	

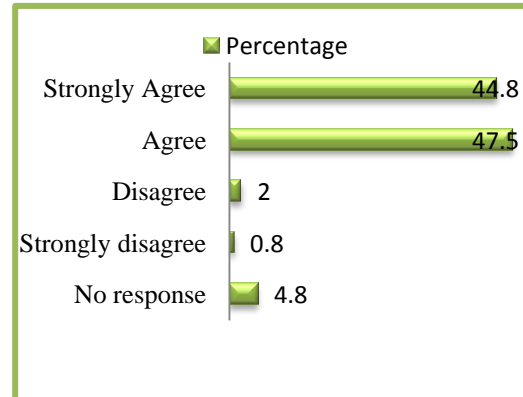
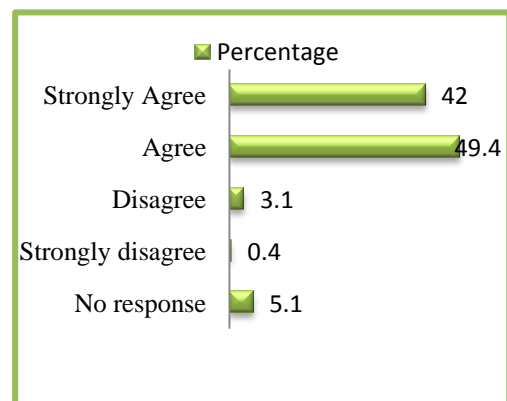


Table 5.42 and Figure 5.36 show that 49.4 percent (368) agree that landscaping will facilitate fast development of tourism industry. Also, 42.0 percent (313) strongly agree while 3.1 percent (23) disagree. About .4 percent (3) strongly disagrees and 5.1 percent (38) did not respond. This implies that a total of 91.4 percent of respondents that took part agree that landscaping will facilitate fast development of tourism in Nigeria. The majority of the data falls within the mean of 3.23 and the standard deviation is spread around .936

Table 5.42: Landscaping and Fast Tourism Development

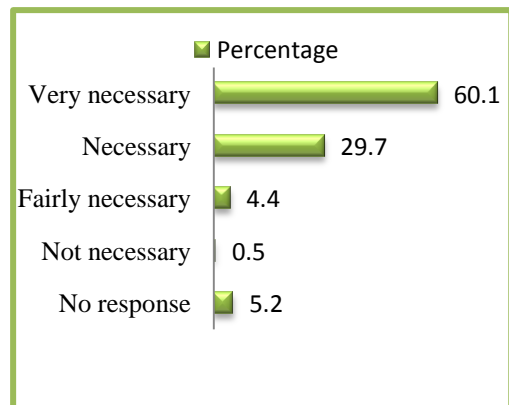
	Frequency	Percent	Valid percent	Cumulative percent
No response	38	5.1	5.1	5.1
Strongly disagree	3	.4	.4	5.5
Disagree	23	3.1	3.1	8.6
Agree	368	49.4	49.4	58.0
Strongly agree	313	42.0	42.0	100.0
Total	745	100.0	100.0	



Other necessary infrastructure respondents consider necessary apart from landscaping is accommodation. Table 5.43 and Figure 5.37 show that 60.1 percent (448) consider accommodation as very necessary while 29.7 percent (221) consider it necessary. About 4.4 percent (33) consider it fairly necessary while .5 percent (4) as not necessary and 5.2 percent (39) did not respond, giving a total of 89.1 percent that consider accommodation necessary.

Table 5.43: Accommodation as Necessary Infrastructure Figure 5.37: Percentage of Distribution

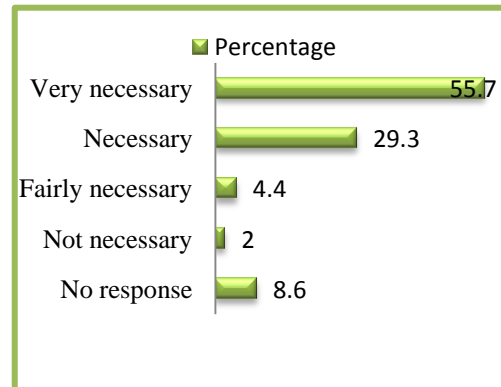
	Frequency	Percent	Valid percent	Cumulative percent
No response	39	5.2	5.2	5.2
Not necessary	4	.5	.5	5.8
Fairly necessary	33	4.4	4.4	10.2
Necessary	221	29.7	29.7	39.9
Very necessary	448	60.1	60.1	100.0
Total	745	100.0	100.0	



Also considered as very necessary for tourism development is catering facilities as shown in Table 5.44 and Figure 5.38 by 55.7 percent(415) respondents and 29.3 percent(218) as necessary. Also, 4.4 percent (33) consider it fairly necessary while 2.0 percent (15) considers it as not necessary and 8.6 percent (64) did not respond. Therefore a total of 85 percent consider catering facilities as a necessary prerequisite to tourism development. The mode is 4 and shows that very necessary occurs the most, revealing the importance accorded the variable by respondents.

Table 5.44: Catering as Necessary Figure 5.38: Percentage of Distribution infrastructure

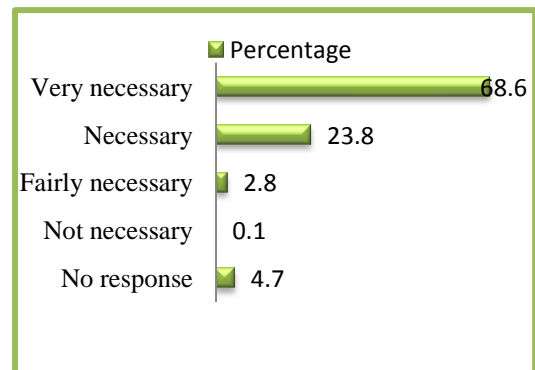
	Frequency	Percent	Valid percent	Cumulative percent
No response	64	8.6	8.6	8.6
Not necessary	15	2.0	2.0	10.6
Fairly necessary	33	4.4	4.4	15.0
Necessary	218	29.3	29.3	44.3
Very necessary	415	55.7	55.7	100.0
Total	745	100.0	100.0	



Likewise, 68.6 percent (511) consider transportation very necessary and about 23.8 percent (177) consider it as necessary. Also, 2.8 percent (21) said it is fairly necessary while .1 percent (1) said it is not necessary and 4.7 percent (35) did not respond as shown in Table 5.45 and Figure 5.39. The mode is 4 and reveals that very necessary occurs the most and shows its importance to respondents.

Table 5.45: Transport as Necessary Figure 5.39: Percentage of Distribution Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	35	4.7	4.7	4.7
Not necessary	1	.1	.1	4.8
Fairly necessary	21	2.8	2.8	7.7
Necessary	177	23.8	23.8	31.4
Very necessary	511	68.6	68.6	100.0
Total	745	100.0	100.0	

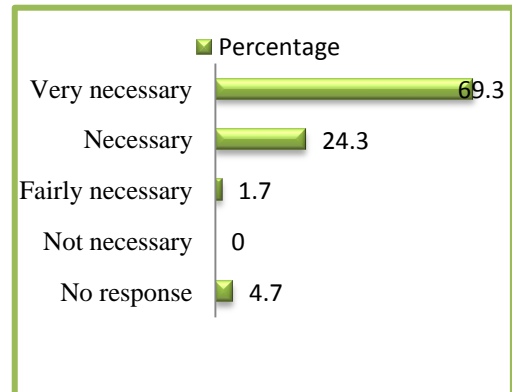


Electricity was also considered very necessary by 69.3 percent (516) and 24.3 percent (181) necessary. Also, 1.7 percent (13) considers it fairly necessary, not necessary was nil and 4.7 percent did not respond. This is further shown in Table 5.46 and Figure 5.40. This shows the strength of feeling regarding electricity interruptions and intermittent supply.

Table 5.46: Electricity as Necessary Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	35	4.7	4.7	4.7
Not necessary	0	0	0	0
Fairly necessary	13	1.7	1.7	6.4
Necessary	181	24.3	24.3	30.7
Very necessary	516	69.3	69.3	100.0
Total	745	100.0	100.0	

Figure 5.40: Percentage of Distribution

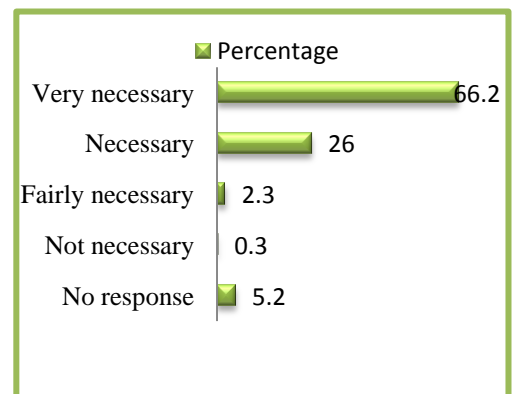


Water supply is another important infrastructure considered as very necessary by 66.2 percent (493) of the respondents as shown in Table 5.47 and Figure 5.41. About 26.0 percent (194) considers it necessary and 2.3 (17) considers it fairly necessary while 0.3 percent (2) considers it not necessary and 5.2 percent (39) did not respond.

Table 5.47: Water Supply as Necessary Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	39	5.2	5.2	5.2
Not necessary	2	.3	.3	5.5
Fairly necessary	17	2.3	2.3	7.8
Necessary	194	26.0	26.0	33.8
Very necessary	493	66.2	66.2	100.0
Total	745	100.0	100.0	

Figure 5.41: Percentage of Distribution

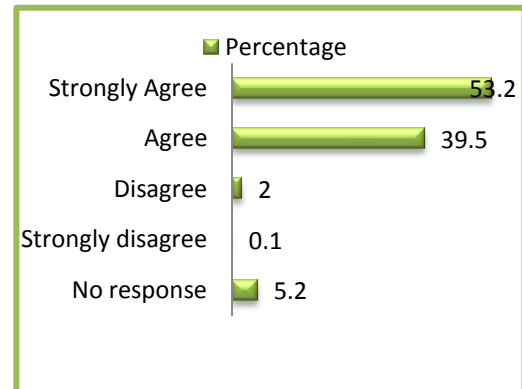


Respondents were also asked if they agree that landscape infrastructure is one of the main infrastructural developments required in the tourism industry. About 53.2 percent (396) strongly agree and 39.5 percent (294) agree. Also, 2.0 percent (15) disagree while 0.1 percent (1) strongly disagrees and 5.2 percent (39) did not respond as shown in Table 5.48 and Figure 5.42. The mean, the average data location is 3.35 and the standard deviation a spread of .952.

Table 5.48: Landscape Infrastructure required for Tourism Development

	Frequency	Percent	Valid percent	Cumulative percent
No response	39	5.2	5.2	5.2
Strongly disagree	1	.1	.1	5.4
Disagree	15	2.0	2.0	7.4
Agree	294	39.5	39.5	46.8
Strongly agree	396	53.2	53.2	100.0
Total	745	100.0	100.0	

Figure 5.42: Percentage of Distribution



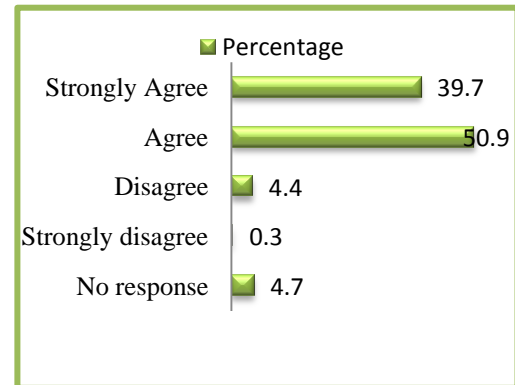
5.3.10 Achieving Sustainable Tourism through Landscaping

The goal of sustainable tourism can be achieved by addressing the relationship between tourism and the environment vis-à-vis training, educating, planning, implementation and management. In view of this, respondents were asked in order, to know if sustainable tourism can be achieved through landscaping and rate their response from strongly agree to strongly disagree. Table 5.49 and Figure 5.43 show that 50.9 percent (379) agree that sustainable tourism can be achieved through landscaping and 39.7 percent (296) strongly agree. Also, 4.4 percent (33) disagree while .3 percent (2) strongly disagrees and 4.7 percent (35) did not respond. Implied that a total of 90.6 percent of respondents that took part in the survey agree that sustainable tourism can be achieved through landscaping. The average data falls within the mean of 3.21 and the standard deviation shows a spread of .913.

Table 5.49: Achieving Sustainable Tourism through Landscaping

	Frequency	Percent	Valid percent	Cumulative percent
No response	35	4.7	4.7	4.7
Strongly disagree	2	.3	.3	5.0
Disagree	33	4.4	4.4	9.4
Agree	379	50.9	50.9	60.3
Strongly agree	296	39.7	39.7	100.0
Total	745	100.0	100.0	

Figure 5.43: Percentage of Distribution

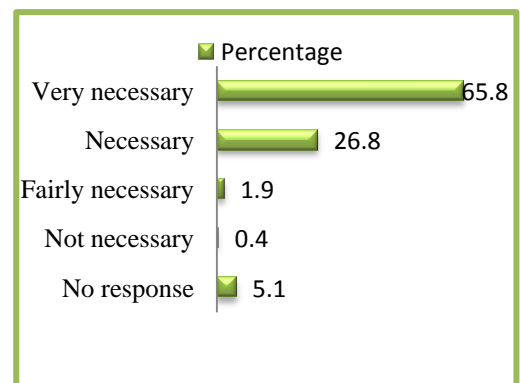


For tourism to be achieved through landscaping 65.8 percent (490) respondents consider very necessary the need to develop tourism and its infrastructure in Nigeria and 26.8 percent (200) consider it necessary. About 1.9 percent (14) considers it fairly necessary while .4 percent (3) does not consider it necessary and 5.1 percent (38) did not respond. As shown in Table 5.50 and Figure 5.44, a total of 92.6 percent consider it necessary.

Table 5.50: Developing Tourism and its Infrastructure

	Frequency	Percent	Valid percent	Cumulative percent
No response	38	5.1	5.1	5.1
Not necessary	3	.4	.4	5.5
Fairly necessary	14	1.9	1.9	7.4
Necessary	200	26.8	26.8	34.2
Very necessary	490	65.8	65.8	100.0
Total	745	100.0	100.0	

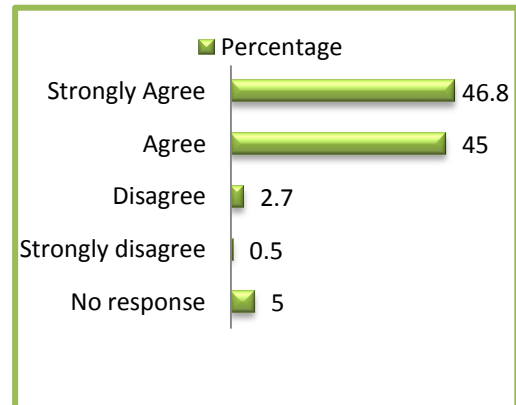
Figure 5.44; Percentage of Distribution



Results from variable 20 showed that respondents are likely to visit if landscaping is implemented in the tourist attractions. Respondents were also asked if they agree or disagree that implementing landscaping could lead to sustainable tourism, about 46.8 percent (349) strongly agree and 45.0 percent (335) agree. Also, 2.7 percent (20) disagree while .5 percent (4) strongly disagrees and 5.0 percent (37) did not respond. Table 5.51 and Figure 5.45 show that a total of 91.5 percent agree that implementing landscaping could lead to sustainable tourism. Most data falls within the mean of 3.28 and standard deviation of .941.

Table 5.51: Implementing Landscaping in Tourist Attractions

	Frequency	Percent	Valid percent	Cumulative percent
No response	37	5.0	5.0	5.0
Strongly disagree	4	.5	.5	5.5
Disagree	20	2.7	2.7	8.2
Agree	335	45.0	45.0	53.2
Strongly agree	349	46.8	46.8	100.0
Total	745	100.0	100.0	



5.3.11 Stakeholders' Involvement in Sustainable Tourism Development in Nigeria

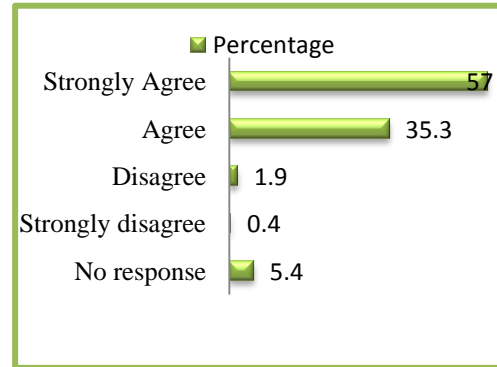
From literature, involving stakeholders with diverse interest was found to be very important. To check the need for stakeholders' participation in sustainable tourism development in Nigeria, respondents were asked to give their opinion whether they agree or disagree to stakeholders' participation in developing tourism in Nigeria. About 57.0 percent (425) strongly agree and 35.3 percent (263) agree to this notion. Also, 1.9 percent (14) disagrees while .4 percent (3) strongly disagrees and 5.4 percent (40) did not respond. Table 5.52 and Figure 5.46 show that a total of 92.3 percent agree that stakeholders be involved in tourism development in Nigeria. The average data is located around the mean of 3.38 and spread around the standard deviation of .971.

Furthermore, on whether stakeholders should invest more on landscaping in order to improve the tourist environment; Table 5.53 and Figure 5.47 show that 51.4 percent (383) strongly agree to this and 40.1 percent (299) agree. Also, 3.2 percent (24) disagree while .1percent (1) strongly disagrees and 5.1 percent (38) did not respond.

Table 5.52: Stakeholders Participation

	Frequency	Percent	Valid percent	Cumulative percent
No response	40	5.4	5.4	5.4
Strongly disagree	3	.4	.4	5.8
Disagree	14	1.9	1.9	7.7
Agree	263	35.3	35.3	43.0
Strongly agree	425	57.0	57.0	100.0
Total	745	100.0	100.0	

Figure 5.46 : Percentage of Distribution

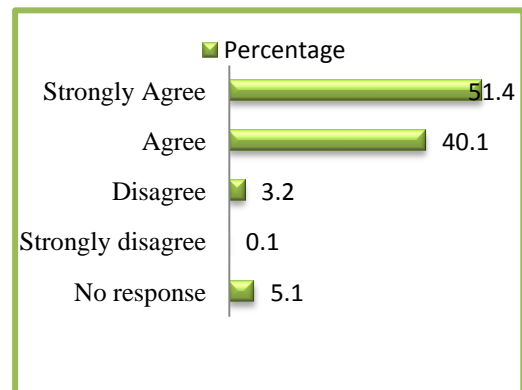


The analysis shows that a total of 91.5 percent of respondents agree that stakeholders should invest more on landscaping in order to improve the tourist environment. The mean shows a data location of 3.33 the standard deviation of spread of .952.

Table 5.53: Investment in Landscaping

	Frequency	Percent	Valid percent	Cumulative percent
No response	38	5.1	5.1	5.1
Strongly disagree	1	.1	.1	5.2
Disagree	24	3.2	3.2	8.5
Agree	299	40.1	40.1	48.6
Strongly agree	383	51.4	51.4	100.0
Total	745	100.0	100.0	

Figure 5.47: Percentage of Distribution

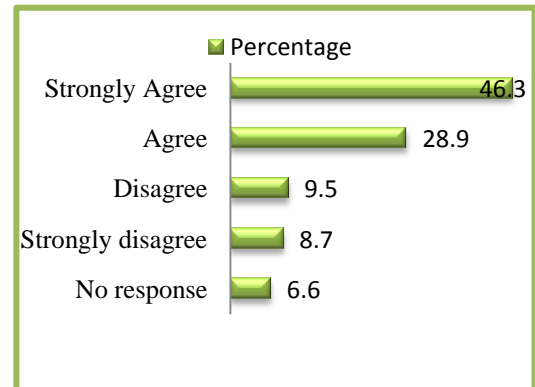


Again, respondents were also asked for their opinions on whether they agree or disagree that enlightening and educating the host community is a positive step towards sustainable tourism. Table 5.54 and figure 5.48 show that 46.3 percent (345) strongly agree and 28.9 percent (215) agree. Also, 9.5 percent (71) disagree while 8.7 percent (65) strongly disagree and 6.6 percent (49) did not respond. This shows that a total of 75.2 percent agree that host communities should be enlightened and educated towards achieving sustainable tourism. The data location, the mean is 3.00 and the standard deviation, the spread is 1.225.

Table 5.54: Enlightenment and Education

	Frequency	Percent	Valid percent	Cumulative percent
No response	49	6.6	6.6	6.6
Strongly disagree	65	8.7	8.7	15.3
Disagree	71	9.5	9.5	24.8
Agree	215	28.9	28.9	53.7
Strongly agree	345	46.3	46.3	100.0
Total	745	100.0	100.0	

Figure 5.48: Percentage of Distributions

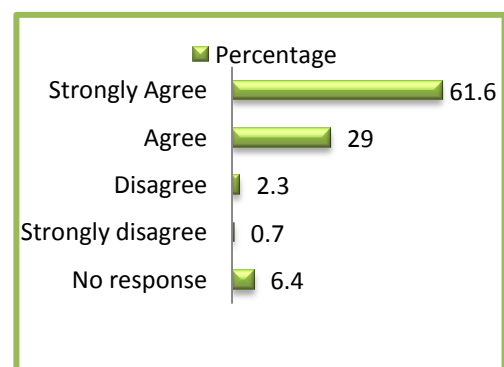


5.3.12 Factors Likely to Lead to Effective and Sustainable Tourism Development in Nigeria

From the literature, it can be suggested that, poor planning and implementation and the different priorities of the government in power can be attributed to the slow pace of tourism development in Nigeria. In order to confirm if funding and effective policy and management is necessary for sustainable tourism development in Nigeria, respondents were again asked to give their opinion to either agree or disagree with this notion. About 61.6 percent (459) strongly agree that funding is a major factor and 29.0 percent (216) agree. Furthermore, 2.3 percent (17) disagree while .7 percent (5) strongly disagrees and 6.4 percent (48) did not respond. Table 5.55 and Figure 5.49 show that a total of 90.6 percent agree that funding is a major factor in tourism development. The average data is located around the mean of 3.39 and shows the spread of the

Table 5.55: Funding as a factor in Development

	Frequency	Percent	Valid percent	Cumulative percent
No response	48	6.4	6.4	6.4
Strongly disagree	5	.7	.7	7.1
Disagree	17	2.3	2.3	9.4
Agree	216	29.0	29.0	38.4
Strongly agree	459	61.6	61.6	100.0
Total	745	100.0	100.0	

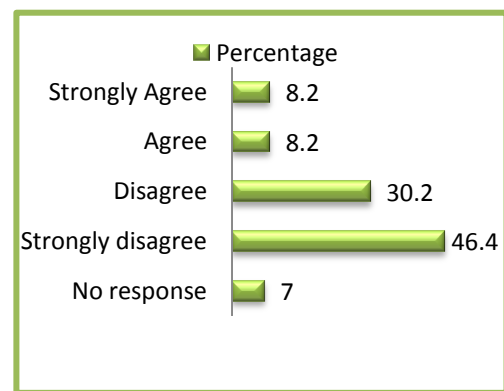


standard deviation of 1.048.

Also, to check if landscaping is expensive and should not be considered in tourism development, about 46.4 percent (346) strongly disagree to this and 30.2 percent (225) disagree. Also, 8.2 percent (61) and 8.2 percent (61) strongly agree and agree respectively while 7.0 (52) did not respond, Table 5.56 and Figure 5.50 show that, a total of 76.6 percent do not consider landscaping as an expensive venture for tourism development. Most of the data is located around the mean of 1.64 and spread around the standard deviation of 1.013.

Table 5.56: Landscaping as an Expensive Venture Figure 5.50: Percentage of Distribution

	Frequency	Percent	Valid percent	Cumulative percent
No response	52	7.0	7.0	7.0
Strongly disagree	346	46.4	46.4	53.4
Disagree	225	30.2	30.2	83.6
Agree	61	8.2	8.2	91.8
Strongly agree	61	8.2	8.2	100.0
Total	745	100.0	100.0	

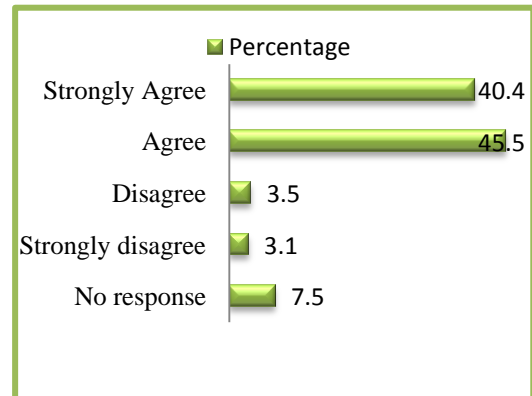


Respondents were also asked if they agree or disagree, that effective policy and implementation strategy will speed up tourism development in Nigeria. About 45.5 percent (339) agree and 40.4 percent strongly agree. Also, 3.5 percent (26) disagree while 3.1 percent (23) strongly disagree and 7.5 percent (56) did not respond. This is further revealed in Table 5.57 and Figure 5.51 to show a total of 85.9 percent agreeing that effective policy will speed up tourism development in Nigeria. The mean shows an average data location of 3.08 and the spread of the standard deviation of 1.111.

Table 5.57: Policy, implementation and Development

	Frequency	Percent	Valid percent	Cumulative percent
No response	56	7.5	7.5	7.5
Strongly disagree	23	3.1	3.1	10.6
Disagree	26	3.5	3.5	14.1
Agree	339	45.5	45.5	59.6
Strongly agree	301	40.4	40.4	100.0
Total	745	100.0	100.0	

Figure 5.51: Percentage of Distribution



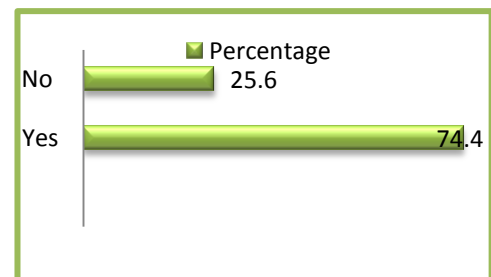
5.3.13 The Need for Guidelines and Implementation of Policies in Promoting Tourism

Strategic development, guidelines and coordination are important in promoting tourism. From the survey, respondents were asked if government control of the tourism industry in Nigeria will enhance and encourage its development. About 74.4 percent (554) said yes and 25.6 percent (191) said no as shown in Table 5.58 and Figure 5.52.

Table 5.58: Control of Tourism

	Frequency	Percent	Valid percent	Cumulative percent
Yes	554	74.4	74.4	74.4
No	191	25.6	25.6	100.0
Total	745	100.0	100.0	

Figure 5.52: Percentage of Distribution

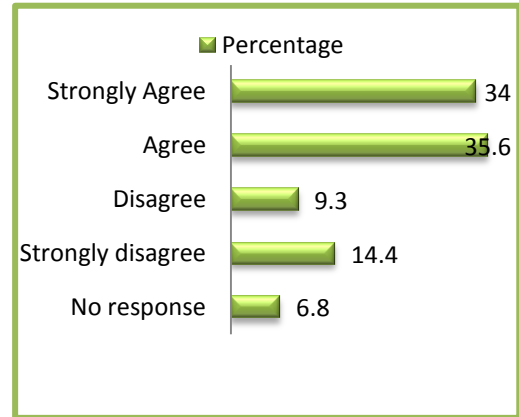


Likewise, 35.6 percent (265) agree and 34.0 percent (253) strongly agree that guidelines for landscaping will help tourism industry in Nigeria. About 14.4 percent (107) strongly disagree while 9.3 percent (69) disagree and 6.8 percent (51) did not respond. This is shown in Table 5.59 and Figure 5.53; in total, 69.6 percent of respondents agree that landscaping will help the tourism industry in Nigeria. The majority of the data value is located around the mean of 2.75 and the standard deviation of 1.251.

Table 5.59: Guidelines for Landscaping

	Frequency	Percent	Valid percent	Cumulative percent
No response	51	6.8	6.8	6.8
Strongly disagree	107	14.4	14.4	21.2
Disagree	69	9.3	9.3	30.5
Agree	265	35.6	35.6	66.0
Strongly agree	253	34.0	34.0	100.0
Total	745	100.0	100.0	

Figure 5.53: Percentage of Distribution

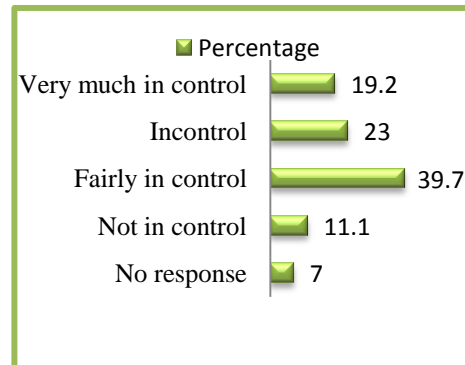


Also, as shown in Table 5.60 and Figure 5.54, 39.7 percent (296) said government is fairly in control when asked about government's presence in tourist attractions in Nigeria and 23.0 percent (171) said government is in control while 19.2 percent (143) said they are very much in control and 7.0 percent (52) did not respond.

Table 5.60: Government's Presence in the Tourist Attractions in Nigeria

	Frequency	Percent	Valid percent	Cumulative percent
No response	52	7.0	7.0	7.0
Not in control	83	11.1	11.1	18.1
Fairly in control	296	39.7	39.7	57.9
In control	171	23.0	23.0	80.8
Very much in control	143	19.2	19.2	100.0
Total	745	100.0	100.0	

Figure 5.54: Percentage of Distribution



Variables 12 and 58 were cross tabulated to examine who should lead tourism infrastructure and be in control of tourism. As shown in Table 5.61 out of 554 respondents who said control of the tourism industry by the government will enhance and encourage its development, 59.9 percent (332) said government and private sector should lead tourism infrastructure. About 28.0 percent (155) wants the government to lead while 7.6 percent (42) wants the private sector to lead and 4.5 percent (25) did not respond.

The total percentage count shows that of the 745 respondents that took part in the survey, 62.1 percent (463) wants the government and private sector to lead tourism infrastructure and 26.3

percent (196) want the government to lead while 7.9 percent (59) wants the private sector and 3.6 percent (27) did not respond.

Table 5.61: Cross Tabulation of Variables 12 and 58

v58 - Control of the tourism industry by government will enhance and encourage its development * v12 - who should lead tourism infrastructural development? Cross tabulation

		V12- who should lead tourism infrastructure development?						
		No response	Government private sector	and	Private sector	Government	Total	
% within v58 - Control of the tourism industry by government will enhance and encourage its development	Yes	Count	25	332		42		155
		% within v58 - Control of the tourism industry by government will enhance and encourage its development	4.5%	59.9%		7.6%	28.0%	100.0%
		% within v12- who should lead tourism infrastructure development?	92.6%	71.7%		71.2%	79.1%	74.4%
		% of Total	3.4%	44.6%		5.6%	20.8%	74.4%
		Count	2	131		17	41	191
	No	% within v58 - Control of the tourism industry by government will enhance and encourage its development	1.0%	68.6%		8.9%	21.5%	100.0%
		% within v12- who should lead tourism infrastructure development?	7.4%	28.3%		28.8%	20.9%	25.6%
		% of Total	.3%	17.6%		2.3%	5.5%	25.6%
		Count	27	463		59	196	745
		% within v58 - Control of the tourism industry by government will enhance and encourage its development	3.6%	62.1%		7.9%	26.3%	100.0%
	Total	% within v12- who should lead tourism infrastructure development?	100.0%	100.0%		100.0%	100.0%	100.0%
		% of Total	3.6%	62.1%		7.9%	26.3%	100.0%

Further cross tabulating variables 12 and 60, the results show that 47.1 percent (218) of those who said government and private sector should lead have also said government is fairly in control of the tourist attractions, meaning that government's presence is fairly felt in many of the attractions. Also, 24.4 percent (113) said government is in control and 17.1 percent (79) said government is very much in control while 8.9 percent (41) said government is not in control and 2.6 percent (12) did not respond.

The percentage total count shows that from the total respondents, 39.7 percent (296) percent said the government is fairly in control, 23.0 percent (171) said government is in control. Also, 19.2 percent (143) said the government is very much in control, while 11.1 percent (83) said government is not in control and 7.0 percent (52) did not respond as shown in Table 5.6

Table 5.62: Cross Tabulation of Variables 12 and 60

v12 - Who should lead tourism infrastructure development? * v60 - What can you say of government presence in tourists' attractions in Nigeria? Cross tabulation

			v60 - What can you say of government presence in tourists' attractions in Nigeria?					Total
			No response	Not in control	Fairly in control	In control	Very much in control	
v12 - who should lead tourism infrastructure development?	No response	Count	21	1	2	2	1	27
		% within v12 - who should lead tourism infrastructure development?	77.8%	3.7%	7.4%	7.4%	3.7%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	40.4%	1.2%	.7%	1.2%	.7%	3.6%
		% of Total	2.8%	.1%	.3%	.3%	.1%	3.6%
		Count	12	41	218	113	79	463
	Government and private sector	% within v12 - who should lead tourism infrastructure development?	2.6%	8.9%	47.1%	24.4%	17.1%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	23.1%	49.4%	73.6%	66.1%	55.2%	62.1%
		% of Total	1.6%	5.5%	29.3%	15.2%	10.6%	62.1%
		Count	1	11	16	14	17	59
	Private sector	% within v12 - who should lead tourism infrastructure development?	1.7%	18.6%	27.1%	23.7%	28.8%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	1.9%	13.3%	5.4%	8.2%	11.9%	7.9%
		% of Total	.1%	1.5%	2.1%	1.9%	2.3%	7.9%
		Count	18	30	60	42	46	196
	Government	% within v12 - who should lead tourism infrastructure development?	9.2%	15.3%	30.6%	21.4%	23.5%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	34.6%	36.1%	20.3%	24.6%	32.2%	26.3%
		% of Total	2.4%	4.0%	8.1%	5.6%	6.2%	26.3%
		Count	52	83	296	171	143	745
Total		% within v12 - who should lead tourism infrastructure development?	7.0%	11.1%	39.7%	23.0%	19.2%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	7.0%	11.1%	39.7%	23.0%	19.2%	100.0%
		Count	52	83	296	171	143	745

Also, variables 58 and 60 were also cross tabulated to examine the control of tourism industry and the government's presence in the tourists' attractions. The analysis in Table 4.63 showed that out of 554 respondents that said control of the tourism industry will enhance and encourage development, 42.1 percent (233) acknowledged the government presence is fairly felt in the attractions. This was followed by 21.7 percent (120) that said government is in control and 17.1 percent (95) that said the government is very much in control while 10.1 percent (56) said government is not in control and 9.0 percent (50) did not respond.

The percentage total count shows that 39.7 percent (296) of the total respondents said that government is fairly in control in the tourist attractions and 23.0 percent (171) said government is in control. Also, 19.2 percent (143) said government is very much in control while 11.1 percent (83) said government is not in control and 7.0 percent (52) did not respond.

Table 5.63: Cross Tabulation of Variables 58 and 60

v58 - Control of the tourism industry by government will enhance and encourage its development * v60 - What can you say of government presence in tourists' attractions in Nigeria? Cross tabulation

		V60- what can you say of government presence in tourists' attractions in Nigeria?						
		No response	Not in control	Fairly in control	In control	Very much in control	Total	
v58 - Control of the tourism industry by government will enhance and encourage its development	Yes	Count	50	56	233	120	95	554
		% within v58 - Control of the tourism industry by government will enhance and encourage its development	9.0%	10.1%	42.1%	21.7%	17.1%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	96.2%	67.5%	78.7%	70.2%	66.4%	74.4%
		% of Total	6.7%	7.5%	31.3%	16.1%	12.8%	74.4%
	No	Count	2	27	63	51	48	191
		% within v58 - Control of the tourism industry by government will enhance and encourage its development	1.0%	14.1%	33.0%	26.7%	25.1%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	3.8%	32.5%	21.3%	29.8%	33.6%	25.6%
		% of Total	.3%	3.6%	8.5%	6.8%	6.4%	25.6%
	Total	Count	52	83	296	171	143	745
		% within v58 - Control of the tourism industry by government will enhance and encourage its development	7.0%	11.1%	39.7%	23.0%	19.2%	100.0%
		% within v60 - What can you say of government presence in tourists' attractions in Nigeria?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	7.0%	11.1%	39.7%	23.0%	19.2%	100.0%

5.3.14 Respondents' Characteristics

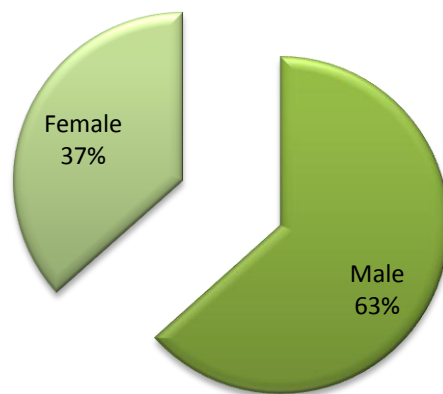
The importance of this line of enquiry is that it gives clear directions on how tourism can be effectively marketed. Social economic data and how they characterise a population is vital to

effective marketing. From the total 745 responses received, the male outnumbered the female with 63.4 percent (472) respondents being male and accounted for more than half of the respondents and 36.6 percent (273) were female. The mode for the variable is 1 and represents male respondents. It shows clearly that more male respondents took part than female respondents. This may owe to the dominant role that men play in Africa where he is considered the head of the household and makes most, if not all decisions. This is further shown in Table 5.64 and Figure 5.55.

Table 5.64: Respondents' Gender

	Frequency	Percent	Valid percent	Cumulative percent
Male	472	63.4	63.4	63.4
Female	273	36.6	36.6	100.0
Total	745	100.0	100.0	

Figure 5.55: Gender Distributions of Respondents



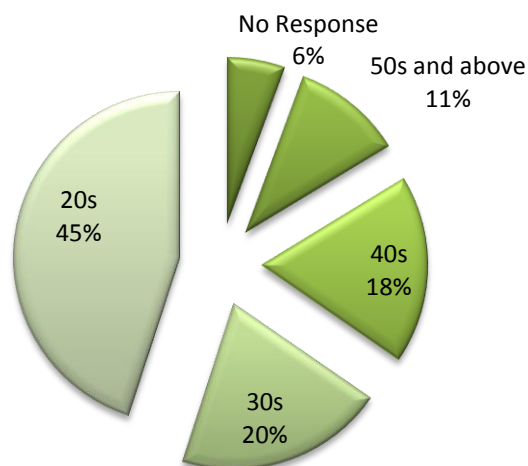
Furthermore, the age of the respondents shows that those within the 20s age bracket were 45.0 percent (335) and 30s were 20.4 percent (152). Also, those in their 40s were 18.3 percent (136) while those in their 50s and above were 10.7 percent (80) and 5.6 percent (42) did not respond as shown in Table 5.65 and Figure 5.56. The mean of the age group is 2.88 and a standard

deviation of 1.25. It shows that most of the participants were within the age bracket of 20 – 50 years (83.7 percent) while participants above 50 years of age were 10.7 percent and are all mature enough to take part in the survey.

Table 5.65: Ages of Respondents

	Frequency	Percent	Valid percent	Cumulative percent
No response	42	5.6	5.6	5.6
50s and above	80	10.7	10.7	16.4
40s	136	18.3	18.3	34.6
30s	152	20.4	20.4	55.0
20s	335	45.0	45.0	100.0
Total	745	100.0	100.0	

Figure 5.56: Age Distribution of Respondents



In addition, cross tabulation of variable 1 and 61 was carried out; that is, those who are aware of the availability of tourist attractions in Nigeria and the gender of those who took part in the survey, to examine if those who are aware are male or female, 63.9 percent (431) of those who are aware are male while 36.1 percent (244) accounted for female respondents that said they are aware. The percentage total count shows in Table 5.66 that 472 males, that is 63.4 percent and 273 females, that is 36.6 percent took part in the survey.

Table 5.66: Cross Tabulation of Variables 1 and 61

v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria? * v61 - Gender
Cross tabulation

		v61 - Gender				
			Male	Female	Total	
% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	No response	Count	9	15	24	
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	37.5%	62.5%	100.0%	
		% within v61 - Gender				
	Yes		1.9%	5.5%	3.2%	
		% of Total	1.2%	2.0%	3.2%	
		Count	431	244	675	
		% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	63.9%	36.1%	100.0%	
		% within v61 - Gender				
			91.3%	89.4%	90.6%	
		% of Total	57.9%	32.8%	90.6%	
		No	Count	32	14	46
	% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria		69.6%	30.4%	100.0%	
	% within v61 - Gender					
			6.8%	5.1%	6.2%	
	% of Total		4.3%	1.9%	6.2%	
Total			Count	472	273	745
			% within v1- Are you aware of the availability of the numerous tourists' attractions in Nigeria	63.4%	36.6%	100.0%
		% within v61 - Gender				
			100.0%	100.0%	100.0%	
		% of Total	63.4%	36.6%	100.0%	

Also, cross tabulating variables 20 and 61, to further examine if those who have said they will visit the attractions more if landscaping is implemented are male or female. From the analysis on Table 5.67, more males are likely to visit than the females and account for 64.1 percent (420) males and 35.9 percent (235) females.

Table 5.67: Cross Tabulation of Variable 20 and 61

v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often? * v61 - Gender Cross tabulation

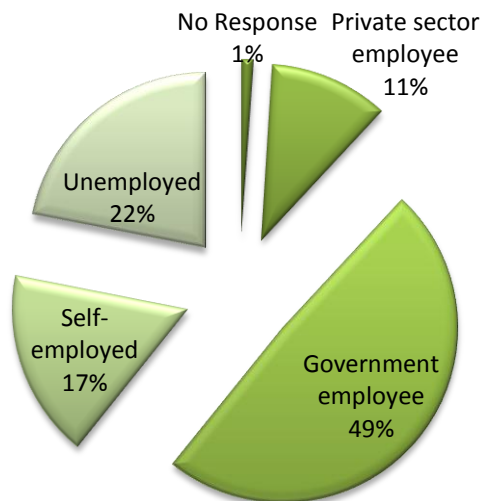
			v61 - Gender		Total
			Male	Female	
v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	No response	Count	34	22	56
		v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	60.7%	39.3%	100.0%
		% within v61 - Gender			
			7.2%	8.1%	7.5%
		% of Total	4.6%	3.0%	7.5%
	Yes	Count	420	235	655
		v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	64.1%	35.9%	100.0%
		% within v61 - Gender			
			89.0%	86.1%	87.9%
		% of Total	56.4%	31.5%	87.9%
	No	Count	18	16	34
		v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?	52.9%	47.1%	100.0%
		% within v61 - Gender			
			3.8%	5.9%	4.6%
		% of Total	2.4%	2.1%	4.6%
Total	Count		472	273	745
	v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?		63.4%	36.6%	100.0%
	% within v61 - Gender				
			100.0%	100.0%	100.0%
	% of Total		63.4%	36.6%	100.0%

Table 5.68 and Figure 5.57 show that a large number of the respondents are government employees, This is further revealed in the mode which is 2 and accounted for 49.3 percent (367) of the respondents, while 22.1 percent (165) were unemployed. The data further revealed that 17.4 percent (130) were self employed, while 11.0 percent (82) were employed in the private sector and one respondent was indifferent. This implies that a significant number of respondents have regular sources of income and are also able to represent the government, private employee, the self employed and the unemployed in giving a true opinion on tourism related activities.

Table 5.68: Occupation of Respondents

	Frequency	Percent	Valid percent	Cumulative percent
No response	1	.1	.1	.1
Private sector employee	82	11.0	11.0	11.1
Government employee	367	49.3	49.3	60.4
Self-employed	130	17.4	17.4	77.9
Unemployed	165	22.1	22.1	100.0
Total	745	100.0	100.0	

Figure 5.57: Distribution of Respondents by Occupation



In order to further examine the categories of those that visit at various times as stipulated in variable 3, variables 3 and 63 were cross tabulated. As shown in Table 5.69, respondents in the category of government employees visit the tourist attractions the most and account for 49.3 percent (367), followed by the unemployed 22.1 percent (165). Also, the self employed 17.4 percent (130) and the private sector employee 11.0 percent (82). These respondents all visit mostly at festive periods.

Of the 367 government employees that visit tourist attractions in Nigeria, 35.1 percent (129) visit during the festive period, 25.6 percent (94) visit during excursions, 20.2 percent (74) visit during the holidays while 6.0 percent (22) visit at weekends and 13.1 percent (48) did not

respond. The percentage total count shows that, from the total 745 respondents, 34.6 percent (258) visit at festive periods, 24.8 percent (185) visit during excursions, 21.6 percent (161) at holiday periods while 7.8 percent (58) visit at weekends and 11.1 percent (83) did not respond. This implies that the majority only visit the tourist attractions during festive periods.

Table 5.69: Cross Tabulation of Variables 63 and 3

v63 - Occupation * v3 - At what time of the year do you normally visit the tourists' attractions? Cross tabulation

		v3 - At what time of the year do you normally visit the tourists' attractions?					Total
		No response	Excursions	Festive period	Holiday	weekend	
v63 - Occupation	No response	Count	0	1	0	0	1
		% within v63 - Occupation					
			.0%	100.0%	.0%	.0%	100.0%
		% within v3 - At what time of the year do you normally visit the tourists' attractions?					
			.0%	.5%	.0%	.0%	.1%
		% of Total	.0%	.1%	.0%	.0%	.1%
	Private sector employee	Count	10	15	33	18	82
		% within v63 - Occupation					
			12.2%	18.3%	40.2%	22.0%	100.0%
		% within v3 - At what time of the year do you normally visit the tourists' attractions?					
			12.0%	8.1%	12.8%	11.2%	11.0%
		% of Total	1.3%	2.0%	4.4%	2.4%	11.0%
	Government employee	Count	48	94	129	74	367
		% within v63 - Occupation					
			13.1%	25.6%	35.1%	20.2%	100.0%
		% within v3 - At what time of the year do you normally visit the tourists' attractions?					
			57.8%	50.8%	50.0%	46.0%	49.3%
		% of Total	6.4%	12.6%	17.3%	9.9%	49.3%
	Self-employed	Count	8	17	55	39	130
		% within v63 - Occupation					
			6.2%	13.1%	42.3%	30.0%	100.0%
		% within v3 - At what time of the year do you normally visit the tourists' attractions?					
			9.6%	9.2%	21.3%	24.2%	17.4%
		% of Total	1.1%	2.3%	7.4%	5.2%	17.4%
	Unemployed	Count	17	58	41	30	165
		% within v63 - Occupation					
			10.3%	35.2%	24.8%	18.2%	100.0%
		% within v3 - At what time of the year do you normally visit the tourists' attractions?					
			20.5%	31.4%	15.9%	18.6%	22.1%
		% of Total	2.3%	7.8%	5.5%	4.0%	22.1%
		Count	83	185	258	161	745

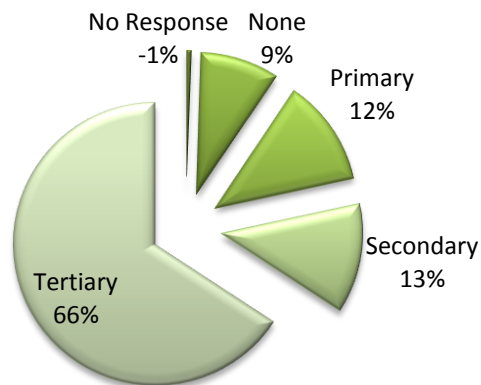
Total	% within v63 - Occupation						
		11.1%	24.8%	34.6%	21.6%	7.8%	100.0%
	% within v3 - At what time of the year do you normally visit the tourists' attractions?						
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	11.1%	24.8%	34.6%	21.6%	7.8%	100.0%

The educational profile of respondents in the survey indicates most participants were well educated and also show that the tertiary level has the highest respondents of 65.8 percent (490). The median is 4 and this represents tertiary level and falls in the middle when arranged in ascending or descending order. There were 12.6 percent (94) secondary school certificate holders, closely followed by the primary school certificate holders with 12.2 percent (91). Those who did not have any formal education and needed a form of assistance of interpretation and filling in the questionnaire accounted for 8.9 percent (66) and 0.5 percent (4) did not respond. This indicates that majority of those who participated in this survey are educated and gave their true opinion without influence or misinterpretation. This is further shown in Table 5.70 and Figure 5.58.

Table 5.70: Level of Education

	Frequency	Percent	Valid percent	Cumulative percent
No response	4	.5	.5	.5
None	66	8.9	8.9	9.4
Primary	91	12.2	12.2	21.6
Secondary	94	12.6	12.6	34.2
Tertiary	490	65.8	65.8	100.0
Total	745	100.0	100.0	

Figure 5.58: Distribution of Level of Education

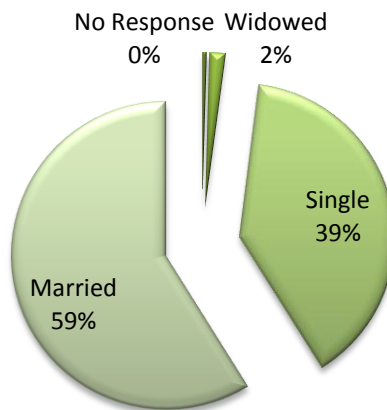


Also, a total of 58.9 percent of the respondents were married and accounts for (439), while 39.1 percent (291) are single. Also, 1.6 percent (12) was widowed and 0.4 percent (3) did not respond. The mode is 3 and 3 from the questionnaire represents the married. This is shown in Table 5.71 and Figure 5.59. This further reveals that more married respondents took part in the survey and suggests that the married show more interest than the singles and were capable of presenting their family opinion.

Table 5.71: Marital Status of Respondents

	Frequency	Percent	Valid percent	Cumulative percent
No response	3	.4	.4	.4
Widowed	12	1.6	1.6	2.0
Single	291	39.1	39.1	41.1
Married	439	58.9	58.9	100.0
Total	745	100.0	100.0	
No response	3	.4	.4	.4

Figure 5.59: Distribution of Marital Status of Respondents

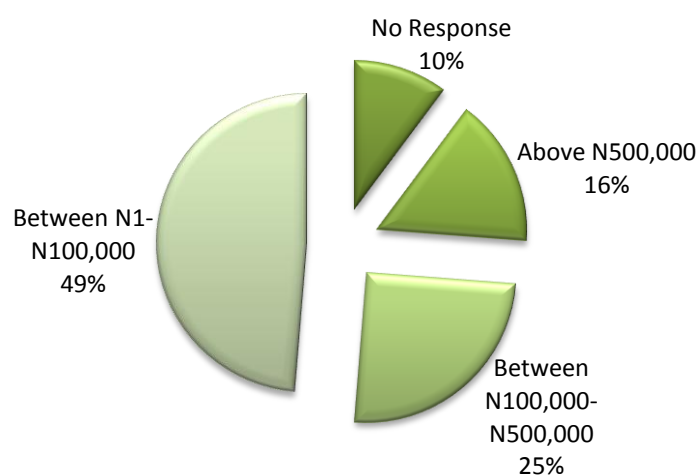


The analysis further revealed that a large percentage of workers 48.7 percent (363) fall under the monthly income of between N1- N100, 000 while those between N100.000-N500.000 were 25.1 percent (187), and between N500,000 and above were 16.0 percent (119) and about 10.2 percent (76) decided to keep their income secret. More respondents are of the low income earners, while the medium and high income earners followed in that order. The mean is 2.12 and the standard deviation is 1.02. The analysis therefore indicates that genuine information was given in regard to participation based on the economy, about 41.1 percent earn above N100, 000 (N= Nigerian Naira) and are able to afford some form of holiday. This is depicted in Table 5.72 and Figure 5.60 below.

Table 5.72: Level of Income of Respondents

	Frequency	Percent	Valid percent	Cumulative percent
No response	76	10.2	10.2	10.2
Above N500,000	119	16.0	16.0	26.2
Between N100,001 - N500,000	187	25.1	25.1	51.3
Between N1 - N100,000	363	48.7	48.7	100.0
Total	745	100.0	100.0	
No response	76	10.2	10.2	10.2

Figure 5.60: Level of Income



5.3.15 Test for reliability of Data

In order to test the internal consistency or the reliability of the survey, the Cronbach's alpha test was performed using the SPSSx. The reliability of a scale indicates how free it is from random error (Pallant, 2007). The Cronbach's alpha measures the internal consistency among a group of items combined to form a single scale and also reflects how well the different items complement each other in their measurement (Litwit and Fink, 1995; Muijs, 2011; Trobia, 2011). The value for Cronbach's alpha coefficient varies from 0 to 1, with an acceptable value of .7 and above, a

high alpha indicates high level of consistency (Litwit and Fink, 1995; Cortina, 1997; Trobia, 2011; Muijs, 2011).

Results in Table 5.73 reveal the case summary, with $N = 745$ and Table 5.74 show the result for the scale reliability test. The result shows a good internal consistency, with a Cronbach's alpha coefficient of .965. The value is higher than .7 and therefore implies that the reliability of the scale is acceptable, which means that there is an internal consistency of the scale amongst the items measured.

Table 5.73: Case Summary

Case Processing Summary			
		N	%
Cases	Valid	745	100.0
	Excluded ^a	0	.0
	Total	745	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 5.74: Reliability Analysis Results

Reliability Statistics		
Cronbach's Alpha	N	of Items
.965	66	

5.4 Analyses of Open Ended Questions from Survey

Section B of the questionnaire was open ended (refer to Appendix A). This allowed respondents to suggest answers in their own words, the length and kind of matters to be raised in answers (Popping, 2008; Denscombe, 2003). This was carried out so as to enrich the data gathered, however the analysis was time consuming on the part of the researcher.

Prior to analysing the open ended questions, the researcher read through all the responses from the returned questionnaires in order to identify patterns and themes. Data was then coded manually and tabulated for further analysis. The analysis was carried out in order to come up

with the factors that are likely to aid sustainable tourism development and the diversification of the Nigerian economy. The findings are summarised in seven sections as illustrated below.

5.4.1 Attractions visited

Respondents were asked to name some of the tourist attractions they have visited in Nigeria. Responses showed that some of the attractions visited were part of those earlier highlighted in chapter three. This shows that these tourist attractions are still in existence in Nigeria. Some of the ones visited are shown below

North Central	North East	North West
✚ Millennium Park	✚ Koma Hills	✚ kano Zoo
✚ Mount Patti	✚ Wikki warm spring	✚ Emir of Katsina's palace
✚ The Confluence	✚ Yankari Games Reserve	✚ Gamji Gate Kaduna
✚ Kura Falls	✚ Tula Hills	✚ Argungu fishing festival
✚ Shere Hills	✚ Mambilla Tourist centre	✚ Sokoto Museum
South East	South - South	South West
✚ Aguleri Game Reserve	✚ Obudu Cattle Ranch	✚ Ikogosi Warm Spring
✚ Long Juju of Arochukwu	✚ Tinapa Resort	✚ Erin Ijesha Water fall
✚ Agulu Lake	✚ The Slave Tunnel	✚ Idanre Hill
✚ Iva Valley Coal Mine	✚ Somorika Hills	✚ Olumo Rock
✚ Nike Holiday Resort	✚ Koko Port	✚ Bar Beach

5.4.2 Reasons why some Respondents never visited

As discovered from the statistical analysis, some respondents had never visited any of the tourist attractions. The question was asked to enable respondents to shed more light on why they never visited in spite of the availability. The reasons given by the respondents are summarised thus.

Summary of Reasons Why Respondents never visited

- ✚ Busy Schedule
- ✚ Tourist sites are not attractive enough

- ✚ Financial constraints/Low income
- ✚ Respondents not exposed
- ✚ Lack of Publicity
- ✚ Not safe travelling in Nigeria
- ✚ No opportunities
- ✚ Little knowledge about what tourism is

5.4.3 Importance of tourism Infrastructure to Tourism

As revealed in the literature, tourism infrastructures are vital elements for tourism development and high quality infrastructure will create high quality tourist experience and high quality tourist experience will in turn increase attractiveness of a tourist product as well as level of visitation (Hamzar, 2009). Respondents were asked to give their view on why they think tourism infrastructure is important to tourism development in Nigeria. These responses are summarised thus:

Summary of Importance of Tourism Infrastructure to Nigerian Tourism

- ✚ Tourist attractions in Nigeria will be developed
- ✚ Increase patronage, both local and international
- ✚ It will create employment opportunities
- ✚ Will enhance the attractions aesthetically
- ✚ Will help create awareness
- ✚ Add value to tourism and create cultural identity
- ✚ Will create tourism awareness

5.4.4 Suggested ways in which Landscaping can be used to Improve Tourism Development in Nigeria

Landscaping, apart from enhancing the quality of the physical environment aesthetically also adds to the quality of life of the individual as revealed in the literature. Opinions of respondents on how to improve many of the Nigerian tourist's attractions through landscaping were also sought, and the suggested ways are highlighted below:

- ✚ There should be a comprehensive landscape design and development which should be handled by qualified professionals

- ✚ Landscaping should be made a part of developmental scheme through planting of trees, shrubs, flowers, for defining pathways, etc which will enhance the tourists' environment
- ✚ Landscape elements can be used for beautification, provide shades and moderate temperature
- ✚ Training of the entire staff of a tourist attraction
- ✚ Government should be committed and provide adequate funding for landscaping the tourist attractions
- ✚ Successful attractions abroad can be copied
- ✚ The use of local structures of monumental significance can be designed in exciting ways
- ✚ Landscaping will help people appreciate the environment better and they will want to be part of it
- ✚ General education of host communities and users on the importance of landscaping
- ✚ Proper landscaping will facilitate growth of tourism sector in Nigeria
- ✚ The various states should enact laws that will promote beautification

5.4.5 Opinion on Stakeholders Involvement in Sustainable Tourism Development

Collaboration among all stakeholders needs to be considered if sustainable tourism is to be achieved in Nigeria. Stakeholders in this research include all tiers of government in Nigeria, host communities, tourism industry, private sector, and tourists. Respondents were asked their opinion on stakeholders' involvement in tourism development in Nigeria. The responses received are revealed and summarised below.

- ✚ Stakeholders' participation will help avoid top down policy implementation strategies
- ✚ Participation is very poor
- ✚ Public Private Partnership is very essential and will improve tourism
- ✚ Stakeholders do not exist in the Nigerian tourism development
- ✚ Stakeholders' involvement is not encouraging
- ✚ Involvement of stakeholders' will provide enabling environments for tourism development and will generate jobs
- ✚ Cooperation is needed among stakeholders to move Nigerian tourism forward
- ✚ Government alone cannot develop tourism in Nigeria
- ✚ With stakeholders' involvement, there will be more funds for development

- ✚ There should be strong and definite duties of each stakeholder in every identified tourist attractions

5.4.6 Suggested factors which can aid Sustainable Tourism Development in Nigeria

To enable the respondents to express their view on sustainable tourism development in Nigeria, they were asked to suggest factors which can aid sustainable tourism development. Their responses are summarised thus:

- ✚ Involvement of investors
- ✚ Public and private partnership to participate more
- ✚ Provision of adequate infrastructure
- ✚ Provide adequate funding
- ✚ Education and staff training
- ✚ Involve professionals
- ✚ Create an institution of tourism development
- ✚ Proper monitoring and evaluation of tourists' guidelines
- ✚ Every local government should develop at least one tourist attraction
- ✚ Adequate policies should be put in place and implemented
- ✚ There should be constant review of tourism plans
- ✚ Provision of security
- ✚ Proper funding and discouragement of corruption

5.4.7 Opinion on General Guidelines and Policy Implementation

As revealed from the literature, on different occasions, tourism policy has been enacted for the Nigerian tourism development which has not been properly implemented. Respondents were asked their views on the guidelines and policy implementation in order to be able to proffer possible solutions for sustainable tourism development in Nigeria. The responses received are revealed below.

- ✚ Tourism Guidelines and policy need improvement
- ✚ The guidelines and policies are vague and need to be revisited
- ✚ Not comprehensive enough
- ✚ Poorly Implemented

- ✚ Need to focus on collaboration among stakeholders
- ✚ It should set a standard for all tourist attractions
- ✚ Should address staff training
- ✚ Should consider security
- ✚ should consider maintenance
- ✚ Should consider tourism in school curriculum
- ✚ Government should release funds for tourism development

5.4.8 Other Views

Respondents were also asked to freely express any other views they consider necessary for the achievement of sustainable tourism in Nigeria. Views expressed are revealed below.

- ✚ Tourism development be encouraged by Government and the Private sector
- ✚ Government should create awareness
- ✚ Enlighten the youth on tourism and landscaping
- ✚ Inculcate tourism in the school curriculum
- ✚ Create awareness and enlighten the public
- ✚ Government should be involved in landscaping
- ✚ Provision of adequate funding
- ✚ Set up implementation committee
- ✚ Promote the value and interest in tourism
- ✚ Seminars, symposia, workshops and conferences on landscaping and tourism be encouraged
- ✚ Tourism be made affordable in order for the poor to benefit
- ✚ Government should be more committed
- ✚ Provision of adequate tourism infrastructure
- ✚ Enhance tourist attractions aesthetically
- ✚ Set aside certain percentage of annual budget to aid tourism development
- ✚ Professionals and private sector be encouraged
- ✚ Corruption should be checked
- ✚ Policy should be on what can be implemented
- ✚ Researcher should make the research available to government

5.5 Key findings and chapter Summary

From the analysis carried out in this chapter, key findings from the survey were revealed and summarised thus. The analysis acknowledged numerous tourist attractions in Nigeria; however these attractions are not fully developed nor adequately promoted. Also revealed is the poor state and inadequacy of tourism infrastructure.

Respondents acknowledged that the Nigerian economy if diversified through tourism will generate income, create job opportunities as well as develop the tourist destinations. Another area of concern is the need to implement landscaping in the tourist attractions; this it is believed would perform the role of enhancing the attractions, encourage patronage as well as contribute to wellbeing of tourists and help lead tourism to long term success.

Landscaping aside, other infrastructure needed are accommodation, catering facilities, electricity, water supply and transportation. As such, tourism infrastructure should be developed in order to achieve sustainable tourism development in Nigeria. The diverse interest of all stakeholders was also revealed to be very important and all stakeholders should be involved and a proper guideline for tourism development be considered.

The open ended questions were also analysed and revealed that, indeed some of the attractions have been visited by respondents who claimed to have visited; those who never visited was due to financial constraints, unattractive nature of tourism in Nigeria, and security or safety of travelling within Nigeria.

Tourism infrastructure was also revealed to be very important if sustainable tourism is to be achieved and landscaping of the tourist attractions is vital because of the benefits attached. Another area of importance is the need for collaboration and improvement on the poorly implemented guidelines and policies for tourism development.

These findings gave a focus on the areas to explore at the interview and therefore buttressed the interview questions. This follow up was carried out in order to corroborate the evidence from other sources. All evidence was then triangulated in the next chapter in answering the research questions in order to improve the reliability and validity of the research study.

This chapter has presented the analysis and key findings of the survey data. In addition, data was cross tabulated between pairs of variables to examine relationships. The reliability test was also carried out and open ended questions analysed.

The next chapter presents the interview process and analysis for the qualitative phase of the research in order to corroborate the findings so far. Detailed discussion of all findings and policy implications are in chapter 8.

Chapter Six

Analysis of Interview Data



6. CHAPTER 6: ANALYSIS OF DATA FROM INTERVIEW

6.1 Introduction

Chapter six examines the responses from the qualitative data collected from the face to face interview. This involved stakeholders and those in authority in the tourism industry in Nigeria and include employees of tourism board, tour guides at the sites visited and academics for the purpose of this research. This method of investigation afforded the researcher the opportunity to interact on one on one basis and probe further issues being raised in the research, gather more evidence from the concerned authority, at the same time check the reliability and accuracy of the research instrument used (Denscombe, 2003; Hague and Morgan, 2004). The interview was conducted as earlier mentioned in the previous chapter using judgemental and snowballing techniques.

The chapter also addresses the research questions stated in chapter one, using the triangulation of data, an approach that combines independent and yet complementary research methods (Jaeger, 1997; Thurmond, 2001) from the literature, survey analysis and the interview in order to achieve a stronger, valid and reliable finding. Some individual responses were also quoted from the interview data and referenced in the review of literature in order to substantiate the points being made.

6.2 Analysis of Interview

The interview was analysed in two parts. Firstly, the structured interview performed using the Statistical Packages for the Social Sciences (SPSSx) due to its varieties of options for analysing data as earlier used in chapter five, and to serve as a basis for comparison. Secondly, the semi-structured interview using the NVivo8, data analysis software for organising and clarifying text based information which includes videos, interview recordings, documents and media clips (Sutton and David, 2011; Smith, 2010). This was used in order to identify common themes from the interviews. Also, Content analysis was used, an approach for analysing and interpreting open ended questions, testimonials, individual interviews, discussion groups, journals, observation, documents, reports, stories and case studies (Taylor-Powell and Renner, 2003)

Although there are several methods used in qualitative analysis, these include, typology, taxonomy, grounded theory, analytic induction, matrix analysis, quasi-statistics, event analysis, metaphorical analysis, domain analysis, hermeneutical analysis, discourse analysis, semiotics,

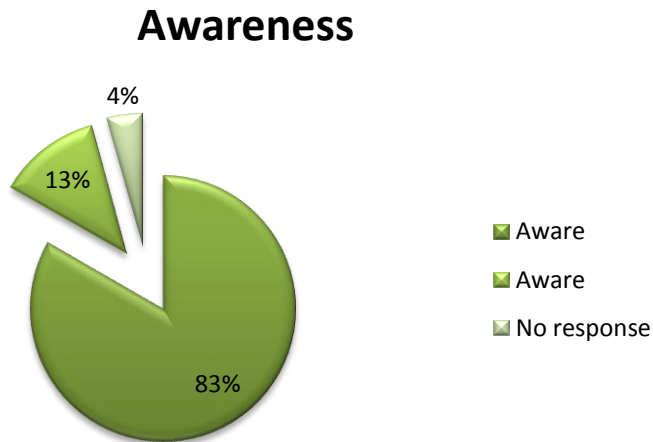
heuristic analysis and narrative analysis (Ratcliff, 2011). However, content analysis was preferred because it deals with human communication, created to be read and interpreted (Krippendorff, 2004; Babbie, 2010) and can easily be used to attach significant meaning to NVivo8 analysis used.

6.3 Analysing the Structured Interview

A total of twenty five people were interviewed among key people in various tourism establishments out of which one interviewee was unable to respond to the structured interview due to his schedule. The structured interview was conducted in order to corroborate the findings with the general questionnaire administered to confirm the state of tourism in Nigerian and if landscaping is really necessary in order to develop sustainable tourism. The structured interview was analysed using descriptive measures and the findings are reported and discussed below.

The interviewees were asked if they are aware of tourist attractions spread across all the states as also asked in the questionnaire in order to ascertain that those in authority in the tourism industry are also aware of the existence of tourist attractions. Out of 24 interviewees, 83.3 percent (20) said they are aware and 12.5 percent (3) said they are not aware while, 4.2 percent (1) did not respond as shown in Figure 6.1. The results show that a total of 16.7 percent are not aware and confirms the findings from the unstructured interviews that many of those that work in the tourism industry are not and incapable of contributing to the development of the tourism industry given that a professional tourism practitioner should know the number of tourist attractions there are in the country. This finding corroborates the finding from the field survey and the table of tourist attractions in Nigeria as revealed in chapter three, that indeed Nigeria is blessed with numerous tourist attractions and respondents are very much aware of these attractions.

Figure 6.1: Awareness of Tourist Attraction



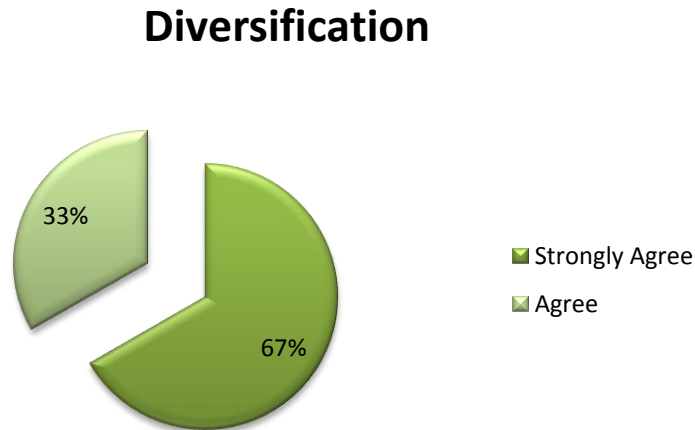
Also asked to rate the patronage of tourists to the attractions, 54.2 percent (13) said the patronage is poor, 29.2 percent (7) said it is good while 8.3 percent (2) said the patronage is very poor and another 8.3 percent (2) did not respond. This implies that 62.5 percent of the interviewee supports the view that the patronage of Nigerian tourist attractions is poor. Also as previously revealed from the field survey, 59.6 percent of the total respondents seldom and never visit tourist attractions in Nigeria.

The major problem seen at the tourist attractions visited is the inadequate and ill- maintained infrastructure, and also the literature revealed the inadequacy of infrastructure in tourist attractions. This was further confirmed from the interview by 58.2 percent (14) who observed that the infrastructures were not adequate. About 20.8 percent (5) submitted that they are not very adequate. Also 8.3percent (2) said they are adequate and 4.2 percent (1) posited that they are very adequate while 8.3 percent (2) are indifferent to this question.

Regarding the potential of the tourism sector to contribute immensely to the Nigeria economy in terms of employment and income generation, interviewees' views were sought on this role. The interviewees are of the view that tourism is a potential source of economic diversification for Nigeria. In this vein, 66.7 percent (16) strongly agreed while 33.3 percent (8) agreed as revealed in Figure 6.2. This signifies a hundred percent positive response from interviewees towards diversion from oil and related products to tourism as a second means of revenue

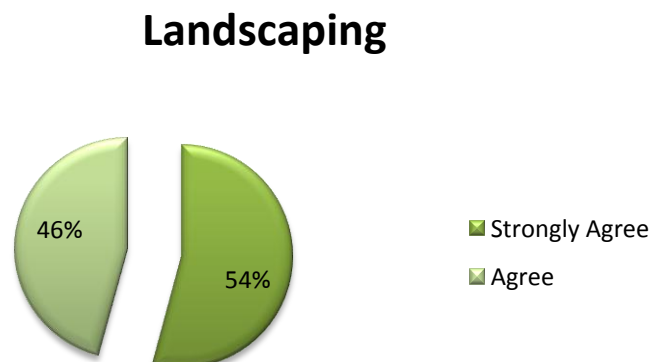
generation. This then implies that apart from shifting attention from oil as the main stay of the economy, tourist attractions if properly developed through landscaping would be a veritable medium of employment generation at all tourism outlets or locations.

Figure 6.2: Diversifying the Economy through Tourism



Furthermore, 54.2 percent (13) strongly agree that landscaping is an important aspect of tourism development and should be considered in the Nigerian tourism policy. However, 45.8 percent (11) agreed as shown in Figure 6.3. None strongly disagreed or disagreed with this assertion. It indicates that the role landscape will play in Nigerian tourism cannot be overemphasized. If given adequate attention and used to transform tourist attractions, more tourists will visit these

Figure 6.3: Landscaping Consideration



sites.

Equally, 50.0 percent (12) and 41.7 percent (10) strongly agree and agree respectively that if the attractions are well landscaped, local and international tourists would patronise them accordingly. Out of the respondents, only 8.3 percent (2) disagreed with this postulation.

Furthermore, 50 percent (12) strongly agreed and also 50 percent (12) agreed that landscaping can contribute to sustainable tourism development. Indeed, there is overwhelming evidence in the literature that, landscaping if properly handled can enhance tourism development. Landscaping the tourist attractions will also create employment opportunities both on the short and long runs.

Also, a total of 62.5 percent (15) agree and 37.5 percent (9) strongly agree that tourist attractions would impact positively on people's quality of life., while no respondent disagreed nor strongly disagreed with the notion.

About 62.5 percent (15) agree that landscape will enhance fast development of the Nigerian tourism industry and 29.2 percent strongly agree. Also, 8.3 percent (2) disagree while none strongly disagree. Therefore, a total of 91.7 percent agree that landscaping will enhance the fast development of the Nigerian tourism industry.

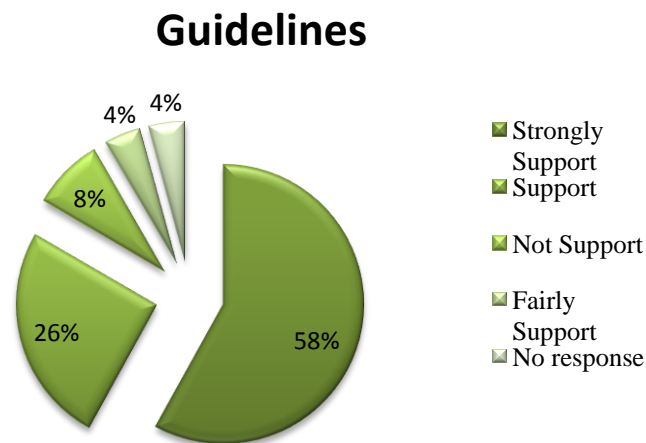
Again, 62.5 percent (15) agree and 33.3 percent (8) strongly agree that implementing landscaping in the tourist attractions could lead to sustainable tourism in Nigeria, while 4.2 percent (1) disagree and none strongly disagree.

About 62.5 percent (15) interviewees strongly agree that stakeholders be involved in sustainable tourism development and 37.5 percent (9) agree, while none neither disagree nor strongly disagree.

Furthermore, a total of 58.3 percent (14) agree that landscaping is one factor that can lead to sustainable tourism and 33.3 percent strongly agree. Also, 4.2 percent (1) disagree while 4.2 percent (1) did not respond.

As revealed in the literature review, guidelines to help tourism development are a very important aspect that needs to be developed and implemented in Nigeria. Policies which have been developed need to be revisited, updated and implemented accordingly. This is further strongly supported by 58.3 percent (14) out of 24 of the interviewees. While 25.5 percent (6) are in support, 8.3 percent (2) did align with this assertion while 4.2 percent (1) fairly supports and another 4.2 percent (1) did not respond. This is shown in Figure 6.4.

Figure 6.4: Guidelines for Tourism Development



A total of twenty-four people were interviewed amongst which were 17 male and 7 female i.e. 70.8 percent and 29.2 percent respectively. This is also reflected in other surveys done for this survey and the explanation earlier tendered also applies here. The ages of the interviewees was also confirmed to being more pronounced within the age bracket of 50 and above with 13 out of the 24 interviewed falling into this category and accounting for 54.2 percent of the sample size. Next to this was within age 40s with 9 interviewees representing 37.5 percent. Only one respondent was in the 30s age bracket while one person did not respond i.e. 4.1 percent for each group. The advantage here is that in the dominant age bracket, which is 50 years and above, they have spent more years working and observing the Nigerian tourism industry to be able to offer authoritative insight to the working of the sector.

Tourism is mostly controlled by the Nigerian government and very few in the private sector who are mostly the travel agents and hoteliers. As such the occupations of the interviewees

were more of government employees which were 62.5 percent (15) and 33.3 percent (8) private sector while one respondent 4.2percent (1) was a student.

The interview further revealed that 75 percent (18) of the interviewees had their education up to the tertiary level; while 20.8 percent (5) had secondary school certificates and one interviewee which represents 4.2 percent (1) had no formal education. The second and third groups were mostly the tour guides in the tourist attractions visited. This implies that 75 percent were able to answer all questions and engaged in meaningful discussions with the interviewer on the role of landscaping in tourism in Nigeria. However, as revealed later in the unstructured interviews, not all are professionals in the field of tourism or related fields.

The marital status confirm that most were married 87.5 percent (21) and it could be inferred that they are mature enough to answer most of the questions as appropriate while one respondent 4.2 percent (1) was single and 8.3 percent (2) are widows.

The analysis further shows that the interviewees are well paid government employees and as such did not need to be induced in any form before responses were obtained from them. About 50 percent (12) earn above N500, 000 monthly, 25 percent (6) earn between N1 and N100, 000 monthly; one interviewee did not respond to this question.

6.3.1 Analysing Semi-structured interview

At the end of the structured questions, the researcher proceeded to the semi-structured interview with the interviewees, all at different times and on scheduled appointments, except for those interviewed through the snowballing technique.

The second part of the analysis using NVivo8 presents the findings from interviewees' responses. Nvivo8 was used in handling the qualitative data collected through the face to face semi structured interview. Nvivo8 is not an analytical software program unlike the SPSSx used in the quantitative analysis; but is based on the interpretative abilities of the researcher and as such did not give clear cut results of the analysis. Instead, it provided a work place which helped in organising, sorting, classifying and grouping themes identified from the interview together. And at the end provided an overview of the data, and so Nvivo8 was preferred for easy sorting of themes identified. Figure 6.5 shows the interview questions and answers as imported from Microsoft Office word for use in NVivo8 while Figure 6.6 shows an example of the free node, coding the various responses from the interview data. Results from NVivo8 as shown in Figure

6.7 reveals the divergent views in some of the responses from the interview and further illustrated in the discussions below.

Figure 6.5: Illustration of interview questions in NVivo8

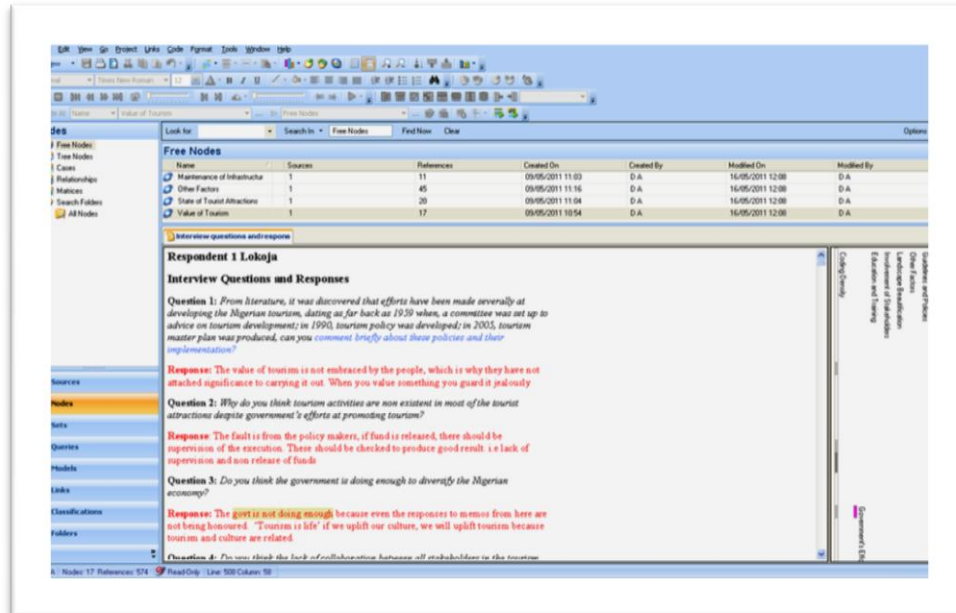


Figure 6.6: Illustrations of Free Nodes in Nvivo8

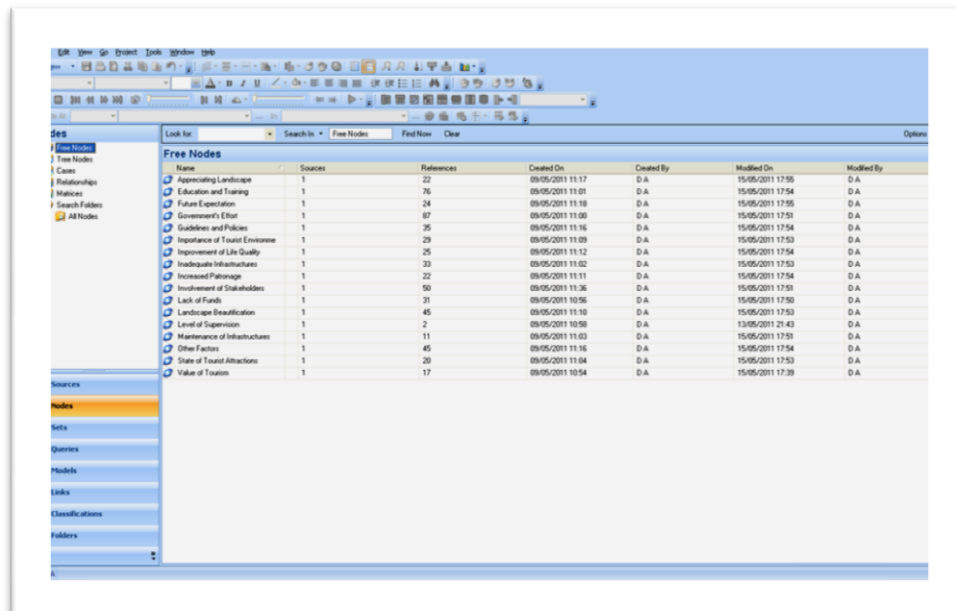
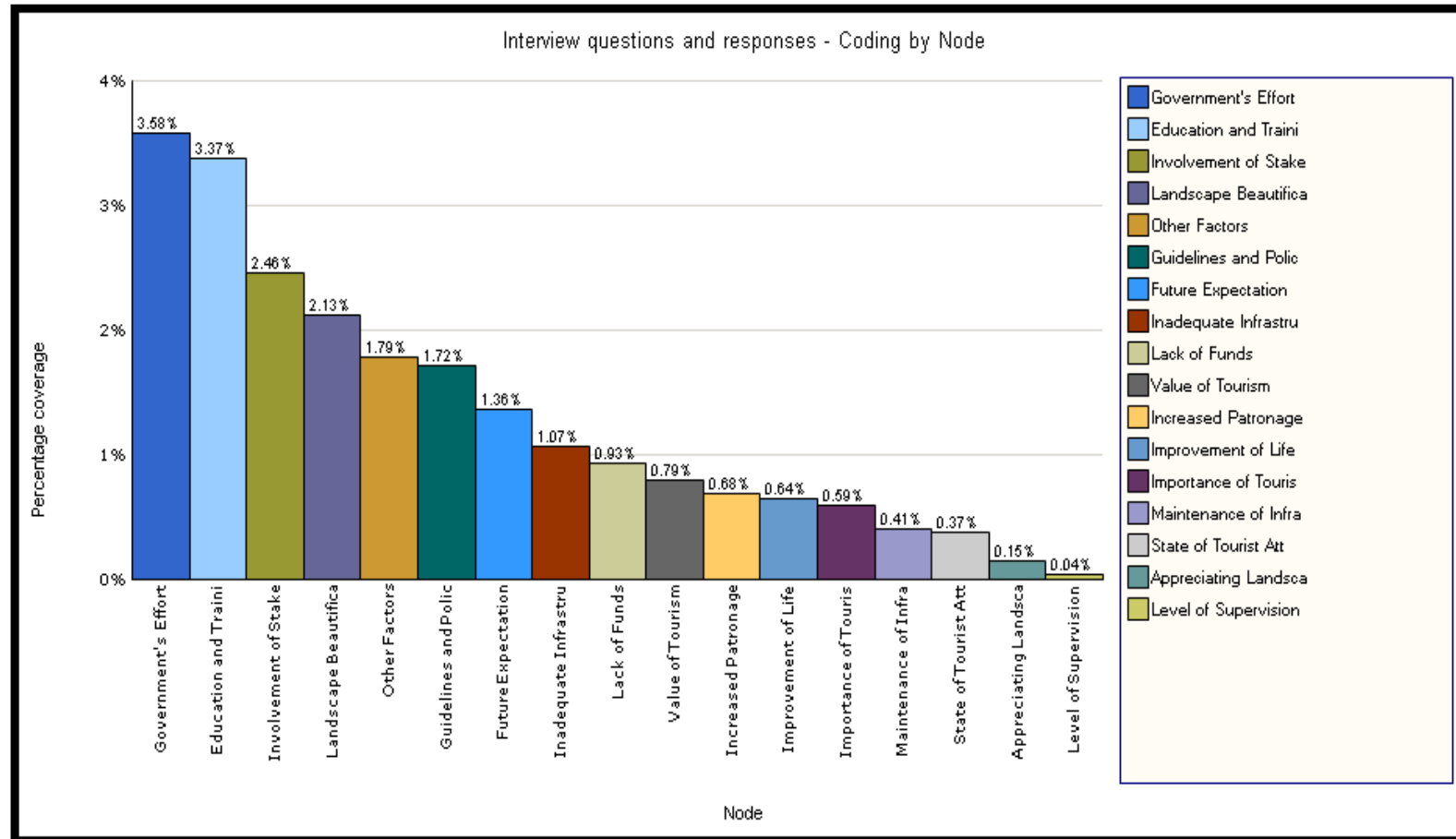


Figure 6.7: Chart Showing Responses from Nvivo8



6.3.1.1 Non implementation of Tourism Policies

As noted earlier in chapter three, various efforts by several governments have yielded no significant results in regard to the implementation of tourism policies. Confirming this, Dantata (2011) noted that efforts to develop tourism have been on the road map for a long time. Conversely, Esu (2009) further strengthened the discoveries as noted in the literature by highlighting some of the conclusions in line with tourism administrations, which have not also been implemented.

In line with these assertions, the researcher sought the views of the interviewees as to why the policies are yet to be implemented despite the formation of several committees in this regard. Some of the statements are quite surprising given the age and advancement in technology globally. Excerpts from the question and some responses are as quoted below.

Question: *From literature, it was discovered that efforts have been made severally at developing the Nigerian tourism, dating as far back as 1959 when, a committee was set up to advise on tourism development; in 1990, tourism policy was developed; in 2005, a tourism master plan was produced, can you comment briefly about these policies and their implementation?*

..... *“The value of tourism is not embraced by the people, that is why they have not attached significance to carrying it out. When you value something you guard it jealously”*

..... *“The powers that be merely pay lip service on issues. The people who matter go outside the country for tourism purpose but fail to come back and develop tourism in Nigeria”.*

..... *“Official knowledge of tourism is of recent, only the Whites were involved at that time and it was highly among the elites. Official knowledge of tourism in Nigeria began in 1962; it was not implemented because of 1. Policy implementation has not being consistent, no continuity 2.unstable government. 3. They are implemented haphazardly and 4. Corruption”*

While the views differ with many of the interviewees, 20 percent were of the same view that Nigerians have not attached any value to tourism as shown in Figure 6.8. Other opinions expressed by other interviewees include lip service by the government, financial constraints, lack of knowledge, corruption, haphazard implementation, lack of continuity, lack of interest from leaders, and involvement of unqualified professionals.

Figure 6.8: Reasons for Non Implementation of Tourism Policies



The above reasons are quite alarming, given the rate at which Nigerians travel out of the country for tourism purposes. This shows undoubtedly that Nigerians do not value, nor show interest at developing the tourism resources spread across the home country.

Indeed this is revealed in the startling state of most of the attractions visited for the research purpose. If the guidelines are fully implemented, many of the problems being encountered by some of the attractions would have been tackled. In fact, this could also imply that many of the “committees” are not effective, giving the reasons and views of the non implementation of the policies from the different sectors of tourism being represented.

Policy is a guide for action (Dantata, 2011), in addition, it is a method of action to guide and determine present and future decisions (Westerinen, 2003). As advised by Esu (2009), policy makers should adopt tourism as a major development tool, establishing an appropriate legislative framework to drive the industry and create an enabling environment for private investors’ participation in the industry.

6.3.1.2 Non Existence of the Nigerian Tourist Attractions

Despite the benefits and several opportunities associated with tourism, as discovered from literature, Nigeria is yet to fully harness its tourism resources. As noted by Adora (2010), the Nigerian tourism sector has the potentials to generate foreign exchange earnings, employment and investments towards economic development.

Moreover, from the statistical analysis, the majority of the respondents claim to be aware of the numerous tourists' attractions. To fully understand why tourism is not in existence in Nigeria and also to ensure that many of the interviewees are familiar with the tourist attractions within their jurisdiction, the researcher went further to ask the question as illustrated below:

Question: *Why do you think tourism activities are non existent in most of the tourist attractions despite government's efforts at promoting tourism?*

..... *"The fault is from the policy makers, if fund is released, there should be supervision of the execution. These should be checked to produce good results, that is, lack of supervision and non release of funds"*

..... *"lack of commitment, diversion of funds earmarked for tourism development ends in private pockets, lack of tourism awareness, and attitude to business in Nigeria"*

..... *"lack of tourism awareness, and not involving the right professionals who will study the particular potentials and design the landscape elements that will be appropriate to maximise the identified potentials"*

A generally held opinion as revealed in the responses received include lack of supervision, lack of and diversion of funds, ignorance on the part of leaders, insecurity, more paper work than actual execution, lack of infrastructural facilities, lack of commitment, unqualified personnel and corruption on the part of government officials as shown in Figure 6.9.

Figure 6.9: Reasons for non Existence of the Nigerian Tourist Attractions



Among the responses received, the lack of funding seems to outweigh other reasons given. As shown in Figure 6.7, 23 percent of the interviewees had a universal belief that lack of funds is responsible, which is not released to effectively address the various issues or are diverted for private purposes. Another reason that was common among the respondents was the level of supervision of many of the attractions. As earlier mentioned, many government officials prefer to travel out of Nigeria for tourism purposes, and as such may be unaware of the happenings in some of the attractions. The implication of this is that, 59.6 percent who claim to not visit Nigerian tourist attractions as discovered in the statistical analysis may be due to the unattractive nature and the lack of ambience a tourist setting should have. This view seems to corroborate the earlier findings from literature if connected to the reasons given above for the non thriving of the tourist attractions; that the Nigerian tourism sector is in a state of neglect, thereby failing to grow the industry with appropriate institutions and necessary supporting infrastructures. The Nigerian tourist attractions can only thrive if the various reasons given above are tackled. The various responses are highlighted in Figure 6.9.

6.3.1.3 Government's Efforts at Diversifying the Economy

Evidence from literature emphasized the important role tourism has played in the diversification of the economy of many countries (Cattaneo, 2008). However, this does not seem to be the case with the Nigerian economy despite the huge tourism resources, even going by the fact that from the survey results, about 67.3 percent supported the fact that tourism has huge economic potential. There was the need to further probe why the Nigerian economy is largely dependent on oil from the interviewees in order to address the second research question. This seeks to answer whether Nigeria can diversify its economy through sustainable tourism. The questions and quotes are as presented below.

Question: Do you think the government is doing enough to diversify the Nigerian economy?

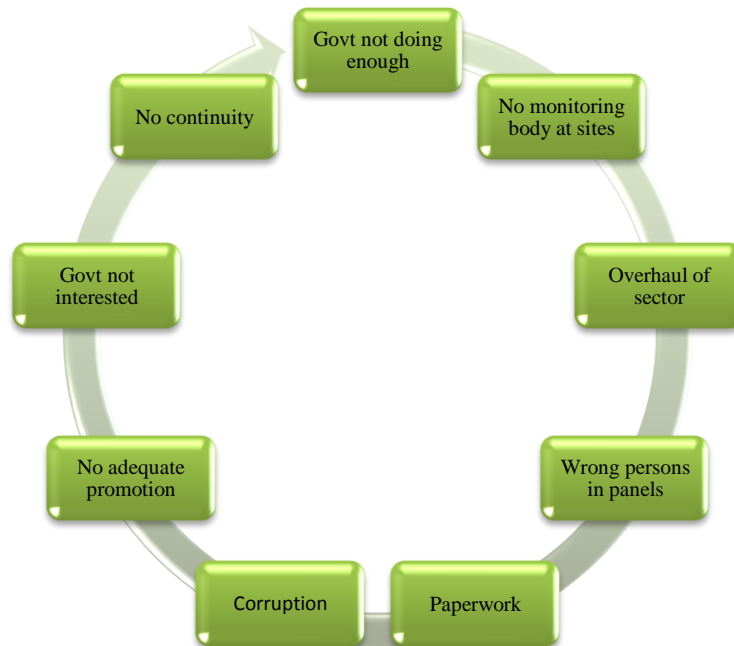
..... *"Tourism can go a long way in improving and adding to the economy. Terrains are good but the government is not doing enough"*

..... *"government is not doing enough, theoretically, they may be doing but practically, they are not doing much"*

..... *"No, every government depends on oil, attention is not being paid to other areas for possible diversification especially tourism. Our leaders need to be more enlightened about this"*

The widely held view is that the government's input and contribution is grossly inadequate in the tourism industry. This is evident in Figure 6.7 with 89.5 percent not happy with the government's effort as also shown in Figure 6.10. Some other reasons given were that there is no continuity of projects initiated by past governments; panels constitute non professionals, there are no monitoring bodies on sites, and also there is a need for the overhaul of the tourism sector. Many of the interviewees believe that if most of the issues raised are addressed, tourism will be a welcoming sector for economic diversification for Nigeria.

Figure 6.10: Diversification of Economy



As stated previously, oil has been the main contributor to the Nigerian economy (Ameh, 2009). The structured interview reveals, the Nigerian economy can be diversified through sustainable tourism. This view is heavily supported by results from field survey analysed in chapter eight.

However, setbacks as revealed in Figure 6.10, as a matter of urgency need to be dealt with. The results from Figure 6.7 give the indication that many of the setbacks are from the government, given that it rated the highest in the output. Nevertheless, results from the findings give the indication that diversification of the Nigerian economy is possible.

6.3.1.4 Collaboration among Stakeholders

As indicated earlier from literature, stakeholders in the tourism industry are regarded as principal customers (Murphy and Murphy, 2004). In a bid to explore the views of interviewees in regard to the need for stakeholders' collaboration in order to move the Nigerian tourism from its present state, interviewees were queried on their views. Excerpts from the question and responses are below.

Question: Do you think the lack of collaboration among all stakeholders in the tourism industry is affecting sustainable tourism development?

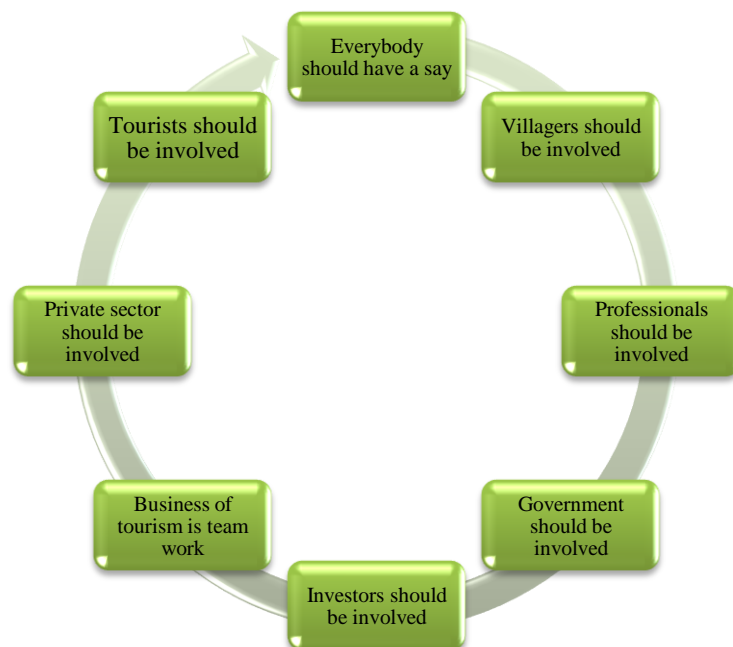
..... “Yes. When all hands are on deck, then tourism development in Nigeria can be sustained. The private sector should be allowed to be at the driver’s seat. Government should provide an enabling environment for the private sector to develop tourism in Nigeria”

..... “Sure, a tree does not make a forest. Business of tourism is team work; there must be collaboration between all bodies”

..... “yes, the problem we have is that those involved do not involve others, they mislead and give bad advice, that is why if you go to the attractions they remain the same, no improvement. everything is done only by the government; the communities don’t know what is going on. Everybody should have a say, we all own Nigeria together”

All the interviewees were of the opinion that stakeholders should be involved in tourism business. Sustainable tourism cannot be achieved by the government alone, this is evident in the responses, given that currently, every decision is taken and carried out by the government. Figure 6.11 reveals the opinions of those who should be involved.

Figure 6.11: Stakeholders Collaboration



While the divergent views point to different stakeholders as shown in Figure 6.7, this is not different from earlier findings that tourism cannot take place without the involvement of person

or persons whose collaboration is important for the success of tourism (Gursoy and Rutherford, 2004).

Looking at Figure 6.7 critically, involvement of stakeholders ranks third, as about 62 percent of the interviewees were of the view that there needs to be collaboration with all persons or parties involved in tourism. Further findings from the statistical analysis of the field survey reveal that 91.5 percent of the respondents are of the opinion that stakeholders which include the private sector, professionals, all tiers of government, tourists, travel agents, hoteliers and the host communities should collaborate and move tourism forward.

Implicit from the views expressed above is that, working together as a team will bring better progress to the tourism industry, as such sustainable tourism will come into the fore among the various sectors in Nigeria.

6.3.1.5 Education and Training

The views from the last responses from 6.2.2.4 on involving the stakeholders and the earlier discovery from literature that, ‘many of the staff of the Nigerian Tourism Development Corporation (NTDC) are inexperienced’ (Tourism Development International, 2006) informed the next question. Below are excerpts from the question and responses.

Question: How about the lack of knowledge on tourism or skills among the staff and especially the host communities? Do you think this can also aid sustainable tourism if improved?

..... ‘If things have to work, then there has to be a general overhaul of the sector. Get the right people to do the right thing. Many of the employees are not tourism trained, only few of them and no upgrade what so ever, how can things move? Tell me? The solution is to reorganise the entire system for us to be able to benefit from tourism. Some countries are getting their revenue from tourism and not oil’.

..... “My people perish for lack of knowledge ‘Bible quote’. The staff needs to be knowledgeable. A capacity building workshop is now being organised from time to time”staff should be trained; people and even students should be educated from schools

.....“ what matters most is the person at the helm of affairs, if he has the concern and knowledge, exposure, things would have changed in tourism. Training should start from above; it should start and extend downwards”

The responses from the interviewees confirm the findings from the literature and suggest that the tourism industry lacks skilled workers. Majority of the interviewees express the view that training, enlightenment, education, capacity building through workshops, are very necessary. And in fact, some were of the opinion that it should be included in the school curriculum in order to secure tourism for future generations. This may have contributed to the non development of the tourism sector, as earlier discovered that many offices do not have adequate records except for dusty leaflets (Williams, 2008), and no reliable figures of the number of international arrivals (Honey and Gilpin,2009).

From Figure 6.7, education and training was also prominent in the responses given about 61.5 percent. Implying that training, awareness and enlightenment are very necessary to move tourism forward in Nigeria. While some suggested that training should start from schools, others express the view that leaders should be given adequate training and more awareness created within the host communities. This is reinforced by the field survey that enlightening and educating the host communities on the importance of tourism is paramount and a positive step towards sustainable tourism.

6.3.1.6 Inadequacy of Infrastructure

As earlier indicated in chapters two and three, infrastructure was shown to be grossly inadequate following which the next question was posed to the interviewees.

Question: How would you rate the infrastructural facilities at the tourist attractions? Are they adequate?

..... *“They are not adequate; you saw the state of the chalets at the top and other facilities. They are not maintained, very poor and below average*

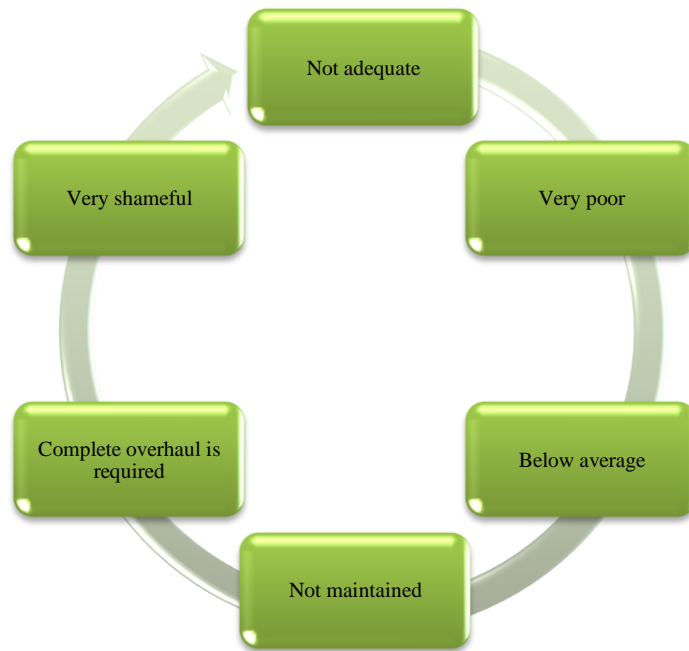
“They are not adequate I must not deceive you. If they are, then people will not travel out to other countries just to relax. ...nothing too enticing”

..... *“they are not adequate and you can see that what we have are not maintained a complete overhaul is required”*

.....*“ Infrastructure enhances activities around tourist sites; they are not adequate at all.....In shambles and very shameful for a country like Nigeria”*

Opinions among the respondents did not differ; the general response showed that the infrastructure in the sites is not adequate. While some maintained that they in shambles and very shameful for a country like Nigeria, others stated that there is the need for complete overhaul, need for maintenance, as infrastructure is very poor and below average as shown in Figure 6.12.

Figure 6.12: Inadequacy of Infrastructure



As earlier discussed in the literature, the findings from previous discussions revealed that landscape plays a vital role in tourism (Ewald, 2001). The responses from the interview confirm this view, indicating that landscaping can indeed serve as tourism infrastructure. Thus, landscaping is just as important as roads, power supply, water, and accommodation. This finding shows that adequate infrastructure is a necessary pre-requisite to an effective tourism development strategy.

6.3.1.7 State of Tourist Attraction

The question and some of the responses on the state of tourist attractions are illustrated below and summarized in Figure 6.13

Question: Are you satisfied with the present state of tourist attractions? If not, what improvements need to be done on these sites?

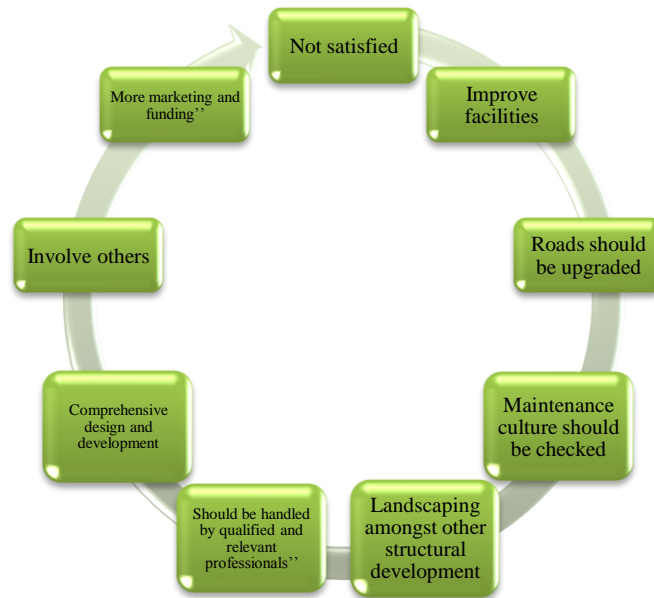
..... ‘Not satisfied, government at all levels should not politicise tourism as there is too much politicking. People employ friends and relatives, thereby frustrating the industry. Government should release funds to improve facilities on the sites’

..... ‘Not satisfied. Landscaping amongst other structural development be addressed, roads should be upgraded, motorable to the sites; infrastructure should be delivered from dilapidation and be given a face lift. Another problem is maintenance, a culture which should be checked and there should be more marketing and funding’

..... ‘Not satisfied. Involve others, both at the state and federal level should work together. Through comprehensive design and development with regards to the peculiarities of the sites and should be handled by qualified and relevant professionals’

These responses go further to confirm that more needs to be done in relation to infrastructure development to underpin sustainable tourism development.

Figure 6.13: Improvements of Tourist Attractions



6.3.1.8 The tourist environment and beautifying the attractions through landscaping

To be acquainted with the views of the interviewees on this opinion, the question and answers are excerpted below:

Question: Do you think the environment of the tourist destinations is an aspect that needs to be considered for sustainable tourism to thrive in Nigeria? What would you say about beautifying the attractions through landscaping?

..... *“aesthetically, it makes the tourist location appealing, it attracts people to the locations, it is very necessary and very important, First impression counts a lot, it will whet their appetite.It should be neat, attractive and secured”*

..... *“good scenic views will attract tourists It is very important, aesthetics landscaping and beautification in the development of tourism potentials, seeing beautiful flowers and the aura around that it gives... The white value this more than blacks”*

.....*“Yes, beautification of the environment is very important; it should be properly landscaped and must be made safe for tourism to thrive. The security around most of them is porous, so a good security network should be provided”*

The general agreement from the responses is that tourists' are happier in an attractive environment and suggests that the environment plays an important role in tourism development. The various views as expressed are summarised in Figure 6.14.

Figure 6.14: The Tourist Environment



6.3.1.9 Patronage and quality of life through landscaping

As argued earlier, landscape contributes to the health and wellbeing of the individual and the quality of the environment determines the level of tourists' patronage (Mason, 2003). In view of the above, interviewees were asked the question below:

Question: Would you agree the fact that landscaping can enhance the quality of life of people?

..... *"The environment can affect the health if it is beautified. Health of people will be improved"*

.... *"It will promote tourism in Nigeria and attract many tourists and increase patronage.... beautification will lead to better patronage"*

..... *"It will promote tourism in Nigeria and attract many tourists and increase patronage.... Naturally it regenerates the body and being in such environment, it will improve the quality of life of man"*

The interviewees were unanimous in affirming that better patronage will be recorded with better landscaping. The conclusion that can be drawn from the responses is that beautifying the attractions with landscape elements will lead to more patronage.

6.3.1.10 Other Factors

Obviously, landscaping alone cannot lead to sustainable tourism but is a factor that needs to be complemented by other factors in order to achieve the desired goal for sustainable tourism. In this regard, a question was asked on other factors that can compliment landscaping as stated thus:

Question: Apart from beautifying the tourist environment, what else do you think can lead to sustainable tourism?

.....Training and enlightenment, involvement of host community, education, security of lives and properties, improvement of tourism infrastructure and sites,

..... provision of adequate securities at the sites, adequate awareness

.....create publicity, create enough awareness through adverts

The general response was the concern for security. While some want security around the sites, others said improved facilities and infrastructure. Other factors mentioned were the need for the marketing, training and sensitization, involvement of private participation, funding, training and government's attention. The results from the field survey also reveal that funding, accommodation, transportation, electricity and water supply were rated among other factors needed to achieve sustainable tourism in Nigeria.

6.3.1.11 Guidelines or Policy Formulation

The need to revisit the Nigerian tourism policy and guidelines for the upgrading of tourism potentials cannot be overemphasized. This is evident in some of the views expressed and reveal that not only are guidelines important, but it is also argued that it must be comprehensive enough and well implemented. Part of the planning process in achieving sustainable tourism as noted earlier by Page and Connell, (2006); Raina, (2005) is the need for effective policy formulation. This was revealed from the findings from the field survey that indeed, effective policy and implementation strategy will help speed up tourism development in Nigeria. In order

to corroborate this with these findings, interviewees were asked the question below, following are some of the responses.

Question: Do you agree that sustainable tourism through landscaping cannot be attained in Nigeria if there are no workable guidelines or policies, whose main focus should involve all stakeholders at all levels?

..... ‘‘very important, we need guidelines which must be faithfully followed and implemented, currently it is not comprehensive enough and most times poorly implemented’’

.... ‘‘very important, tourism guidelines and policy by which tourism potentials in each location will be developed should be encouraged’’ But the general guidelines and policy implementation of tourism need more improvement in Nigeria. They are vague, knowledge and information dissemination is poor’’

.... ‘‘My own opinion is that policy implementation should be carefully implemented to the letter. It should not just be paper work and the right persons who have passion for sustainable tourism development should be put in charge’’

All the interviewees support the need for guidelines for tourism development as also obvious in Figure 6.3. These findings have proved that sustainable tourism can be achieved if policies are developed and implemented and monitored by the right professionals.

6.3.1.12 Future Expectations

The dream of many of the interviewees is to see Nigeria among the world list of tourism destinations. Many are also of the opinion that if tourism is included in the school curriculum, then the present generation is well prepared in terms of awareness, training and enlightenment and well equipped for the future. Below are excerpts from the responses.

Question: What are your expectations on sustainable tourism and the Nigerian environment generally in the near future?

..... ‘‘Want to see a committed government not lip service government that will facilitate tourism development through improved infrastructure- roads, etc. ...if well developed and the benefits starts coming in, it will be at par with other countries and if government and stakeholders work together, it will go a long way’’

..... ‘‘It should be able to be compared to Kenya, Dubai, France. We are endowed, so that we can know the values of the attractions’’

..... ‘Early exposures of children to tourism activities will sensitize them towards having interest in tourism even in future and tourism will pick up and when the enabling environment is there too’

The findings suggest that if many of the problems are addressed, Nigerian tourism can compare to other tourist destinations worldwide.

6.4 Summary

The barriers to tourism development in Nigeria have been highlighted. Revealed from the findings is the need for the government to take the tourism sector very seriously and realise its potential to facilitate economic diversification. Also discovered is the need for education and training of staff and schools; involvement of stakeholders, the beautification of the attractions through landscaping, other factors such as maintenance, marketing and sensitisation. In addition is the call for proper policy formulation which will be followed and the provision of tourism infrastructure.

In view of the above, the next chapter addresses how the variables correlate by testing the research hypotheses using the Chi square (χ^2) and Pearson Product Moment correlation coefficient to show if there is statistical significant relationship between the variables which is termed the bivariate analysis.

Chapter Seven

Testing of Hypotheses and Model Development



7. CHAPTER 7: TESTING OF HYPOTHESES AND MODEL DEVELOPMENT

7.1 Introduction

This chapter explores pairs of variables using data from the field survey in order to answer the research questions and to test the Null hypotheses proposed in chapter one. The chapter focuses on correlation analysis by conducting tests using the Pearson product moment correlation coefficient and the Chi- square to further examine levels of significance and relationships of variables. The regression analysis was also employed to check the relationship and strength between the dependent variable and the independent variable and predict the value of a dependent variable based on the values of a set of independent variables to further examine the effect landscaping will have on sustainable tourism and also the effect economic diversification will have on tourism. All tests were conducted using the SPSSx (Statistical Package for Social Sciences).

7.2 Research Hypotheses

A research hypothesis is a testable proposition (Silverman, 2006). It is a guess about the answer to a research question (Marczyk et al, 2005; Kothari, 2007) Also, Creswell (2009) stated that they are predictions the researcher makes about expected relationships among variables. In other words, a hypothesis is what the end result is likely to be and could also be said to be a tentative answer to the research question.

Research hypothesis is made up of the Null hypothesis that predicts that ‘there will be no differences between groups being studied’ and alternate hypothesis by contrast predicts that ‘there will be a difference between the groups’ (Marczyk, Dematleo and Feslinger, 2005). In the view of Ray (2008), hypothesis seeks to ‘determine whether a set of results differ from what would be expected’

In this research, three Null hypotheses were presented to establish the relationships between some variables. They are:

H₀1: Landscaping does not have significant influence on Sustainable tourism

H₀2: Sustainable tourism does not have significant influence on the Nigerian economy

H₀₃: Implementing better landscaping will not significantly influence tourists' visits

7.2.1 Test of Hypotheses



In the view of Farmer (2008), a hypothesis testing is a way of quantifying how definite the statistical results are and to gather enough evidence to reject the null hypothesis. In the same vein, Wallnau (2008) noted that hypothesis testing is a statistical method that uses sample data to evaluate a hypothesis about a population. In testing the research hypotheses therefore, the Pearson Product Moment Correlation (r) is used to test hypothesis H₀₁ and H₀₂ which are interval variables. The Pearson Product Moment Correlation (r) is used to specify the direction and magnitude of linear association between two quantitative variables and can range from -1 to +1 (Stangnor, 2010; Pallant, 2007) and used for data measured on an interval scale of measurement (Jackson, 2009). This helped in the research to determine the degree of relationship and significance between the variables.

Maben (2011) noted that, the Chi-square (χ^2) is used to determine whether there is a significant difference between the expected frequencies and observed frequencies in one or more categories. The Chi-square (χ^2) was used to test hypothesis H₀₃, which is nominal variable to check if the relationship between the variables is significant.

The tests were carried out assuming a confidence level of 95% and a level of significance of Alpha (α) at 0.05, that is, the level at which the null hypotheses can be rejected when p is less than or equal to 0.05

7.2.1.1 Analysis of First Hypothesis

The Pearson Product Moment Correlation was used to test the first null hypothesis H₀₁ which states that landscaping does not have significant influence on sustainable tourism. The Pearson Product Moment Correlation was used in this research due to the large number of data involved, the types of variables and for accuracy of results expected. The variables examined were:

-  V31: Landscaping and sustainable tourism development (LANDSTO)
-  V40: Landscaping as tourism infrastructure(LANDINFR)

This was carried out assuming the significance level of α to be 0.05, two tailed, to check the level of significance and if there is a relationship between the two variables V31 (LANDSTO) and V40 (LANDINFR), that is, landscaping and sustainable tourism. Is landscaping as tourism infrastructure needed for tourism to be sustainable?

Table 7.1 presents that there is a strong positive correlation between V31 (LANDSTO) and V40 (LANDINFR) which was statistically significant. The Pearson correlation coefficient r is 0.585 while the level of significance is 0.000 with degree confidence at 100%, that is, absolute significance ($r = 0.585$, $n = 745$, $p < .005$). It implies that V31 and V40 correlate significantly. And therefore show that there is a relationship between landscaping and sustainable tourism.

Therefore the null hypothesis which states that landscaping does not have significant influence on sustainable tourism is rejected since $p < 0.005$ while the alternative hypothesis which is “landscaping has significant influence on sustainable tourism” is accepted. This shows that tourism can be sustainable with appropriate landscaping of the tourism attractions in Nigeria.

Table 7.1: Pearson Correlations for Ho1

Correlations			
		v31 - Do you agree that landscaping can facilitate sustainable tourism development?	v40 - Do you agree that landscaping is a form of tourism infrastructure?
v31 - Do you agree that landscaping can facilitate sustainable tourism development?	Pearson Correlation	1	.585**
	Sig. (2-tailed)		.000
	N	745	745
v40 - Do you agree that landscaping is a form of tourism infrastructure?	Pearson Correlation	.585**	1
	Sig. (2-tailed)	.000	
	N	745	745
**. Correlation is significant at the 0.01 level (2-tailed).			

7.2.1.2 Analysis of Second Hypothesis

The Pearson Product Moment Correlation was also used to test the second null hypothesis H_{02} which states that sustainable tourism does not have significant influence on the Nigerian economy. The variables examined in this case were:

- ✚ V13: Economic potentials of tourism (ECOPOTO)
- ✚ V51: Implementing landscaping in tourist attractions (IMPLAND)

The hypothesis was also tested assuming a confidence level of 95% and a level of significance of Alpha (α) at 0.05, that is, the level at which the null hypotheses can be rejected when p is

less than or equal to 0.05 to check the level of significance and degree of correlation. To check whether sustainable tourism has any influence on the Nigerian economy.

Results as shown in Table 7.2 revealed that there is a positive correlation between variables V13 (ECOPOTO) and V51 (IMPLAND) with the Pearson Product moment correlation coefficient (r) as 0.443 and significance of 0.000 at 100% degree of confidence ($r = 0.443$, $n = 745$, $p < 0.005$). This implies that Variables V13 (ECOPOTO) and V51 (IMPLAND) correlate significantly. Therefore the null hypothesis which says that sustainable tourism does not have significant influence on the Nigerian economy is rejected since $p < 0.005$, while the alternative hypothesis “sustainable tourism has significance influence on the Nigerian economy” is accepted. This implies that sustainable tourism will present a good avenue for income generation and as such will influence positively the Nigerian economy.

Table 7.2: Pearson Correlations for Ho2

Correlations			
		v13 - Do you agree that tourism has huge economic potential?	v51 - Do you agree that implementing landscaping in the tourist attractions could lead to sustainable tourism?
v13 - Do you agree that tourism has huge economic potential?	Pearson Correlation	1	.443**
	Sig. (2-tailed)		.000
	N	745	745
v51 - Do you agree that implementing landscaping in the tourist attractions could lead to sustainable tourism?	Pearson Correlation	.443**	1
	Sig. (2-tailed)	.000	
	N	745	745
**. Correlation is significant at the 0.01 level (2-tailed).			

7.2.1.3 Analysis of Third Hypothesis

The chi-square (χ^2) was used in testing the third Hypothesis H_{03} , that is, implementing better landscaping will not significantly influence tourists' visits. And used to compare observed data with the expected (Preacher, 2001), that is, expected versus the observed frequencies and shown in Table 7.3 and Table 7.4. The chi-square (χ^2) test is commonly applied to a relationship between two nominal variables and ascertains whether there is enough evidence from the survey data to state that there is a relationship using statistical confidence (David and Sutton, 2004).

Therefore the hypothesis was tested using variables V1 and V20 for level of significant relationship.

- ✚ V1: Awareness of tourist' attractions in Nigeria (AWARE)
- ✚ V20: Encouraging tourists' visits through landscaping (ENCTOV)

Table 7.3: Observed and Expected Frequencies for AWARE

V1- Are you aware of the availability of the numerous tourists' attractions in Nigeria?			
	Observed N	Expected N	Residual
No response	24	248.3	-224.3
Yes	675	248.3	426.7
No	46	248.3	-202.3
Total	745		

Table 7.4: Observed and Expected Frequencies for ENCTOV

v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?			
	Observed N	Expected N	Residual
No response	56	248.3	-192.3
Yes	655	248.3	406.7
No	34	248.3	-214.3
Total	745		

From the chi-square test statistics shown in Table 7.5, it can be seen that the chi-square (χ^2) value for VI (AWARE) is 1100.57 at degrees of freedom (df) of 2 at absolute significant of 0.000 which is at 100% confidence level. That is $p < 0.001$. There is therefore a difference in the population regarding the awareness of tourist attractions in Nigeria which implies that there is a significant association between V1 (AWARE) and V20 (ENCTOV).

Similarly, on the effect of implementing better landscaping, the test statistics revealed the chi-square (χ^2) value V20 (ENCTOV) to be 999.90 at degrees of freedom(df) of 2 and at level of significant of 0.000, that is $p < 0.001$ or significant at the 0.05 confidence level.

Table 7.5: Chi-Square Result for Ho3

Test Statistics		
	V1- Are you aware of the availability of the numerous tourists' attractions in Nigeria?	v20 - Will implementing better landscaping encourage you to visit tourists' attractions more often?
Chi-square	1100.572 ^a	999.901 ^a
Df	2	2
Asymp. Sig.	.000	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 248.3.		

The null hypothesis is thus rejected in favour of the alternative hypothesis which says implementing better landscaping will significantly influence tourists' visits is accepted. Implementing better landscaping has significant effect on tourists' visit to attraction sites which also implies that the effect is in the positive direction.

Thus the results of the hypotheses tests corroborate the earlier findings that landscaping will greatly enhance sustainable tourism and this will in turn affect the Nigerian economy positively. This can only be achieved if landscaping is well implemented in the Nigerian tourist attractions and will in turn encourage more tourists to visit. Therefore it can be argued that landscaping is very vital to sustainable tourism growth in Nigeria.

7.3 Multiple Regression Analysis

Multiple regression analysis is a multivariate analytical tool used in the prediction of the dependent variable based on its covariance with all the concerned predictor variables (Kothari, 2007). It allows a dependent variable to be examined in relationship to the independent variables (Berger, 2011; Rubinfeld, 2011) and enables the prediction of the value of a dependent variable based on the values of a set of independent variables (Rubin, 2009; Allen, 2004). Multiple regression is used to check for strength, direction of relationships, significance and

also to determine relationship (Brown, 2006) between the dependent variable “Y” also known as the criterion variable and the independent variables (X_1, \dots, X_n) also known as the predictor variables, based on the data collected from the field survey.

Dependent variable implies criterion variable = Y

Independent variable implies predictor variable = X

Regression analysis is about predicting the unknown; it is the process of looking for predictors and determining how well they predict. A multiple regression equation for predicting Y is expressed as $Y = A_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_n X_n + E_t$ (Chandra and Menezes, 2008; Berger, 2011; Motulsky, 2011; Allen, 2004; Anderson, Sweeney and William 2008).

Y = dependent variable, X = independent variable, A = constant/intercept, β = slope

E_t = regression residual

Similarly, Pallant (2007) stated that the multiple regressions is a technique used to explore the relationship between one continuous dependent variable and a number of independent variables which can be used to address a variety of research questions. It is a technique that allows additional factors to enter the analysis separately so that the effect of each can be estimated (Sykes, 2010). It is used when a researcher has a single metric criterion value which is meant to be a function of other predictor variables (Kothari, 2007).

In this analysis therefore, the dependent variable was predicted with several independent variables in order to establish the relationship in real life scenario. This was done by applying the forced (also known as enter) entry regression and the stepwise regression and assumed Alpha level of 0.05 or 95% confidence level. For easy understanding of the output from multiple regressions used in this research, the following terminologies are explained below

A dependent variable Y as explained by Kothari, (2008) and Anderson et al (2008) is a variable being predicted or explained; furthermore if one variable depends upon or is a consequence of the other variable it is termed dependent variable. Also independent variables X_1, X_2, \dots, X_n are variables being used to predict or explain the dependent variable.

Regression coefficient $\beta_1, \beta_2, \dots, \beta_n$ is the rate of change in the dependent variable with a unit change in the independent variable. It indicates the individual contribution of each predictor to the model (Fitzpatrick and Wallace, 2005; Field, 2008).

R, that is the multiple correlation coefficients, gives the strength of relationship and reveals the value between the predictors and the outcome. It is a measure of the correlation between the observed value and the predicted value of the criterion value (Field, 2008) and can assume values between 0 and 1 (Statsoft, 2011)

R² the coefficient of determination is the measure of the amount of variance accounted for in the dependent variable (Fitzpatrick, 2005), that is a measure of how much of the variability in the outcome is accounted for by the predictors (Field, 2008) and how well the models fits the data (Statsoft, 2011).

Adjusted R², that is, the variation in the dependent variable gives the measure of the success of the model and how well the model generalises, that is it gives the value it would account for if the model were derived from the population rather than a sample (Field, 2008)

Standardizes Coefficients beta (β) shows the influence a variable has on the dependent variable and gives a measure of the contribution of each variable to the model. The larger the beta, the greater the influence a variance has in explaining the variation in the dependent variable when other variables are controlled (Rubin, 2009). Furthermore, tells how many standard deviations the dependent variable changes with an increase of one standard deviation in the independent variable (Allison, 1999).

Level of significance (t) and p values give a rough indication of the impact of each predictor variable. Furthermore, a big absolute value and small p value suggests that a predictor variable is having a large impact on the criterion value (SPSS Psychologists, 2011). The value of t is obtained by dividing the coefficient by its standard error (DSS, 2007)

The F-ratio and sig using Analysis of Variance (ANOVA) test whether the model is significantly better at predicting the outcome (Field, 2008) it is used to test the significance of the model as a whole and obtained by dividing the mean square (regression) by the mean square (residual) (UCLA, 2011)

Based on the above, the analysis performed in this section is regarded as a model; this was done in order to check the model that best predicts the dependent variable. Two research factors were selected for the development of models in achieving the answers to the questions in this research through the data gathered from the field. These are:

- ✚ Role of landscaping in sustainable tourism development
- ✚ Achieving economic diversification through tourism

This will be carried out using the equation of best regression, which is:

$$Y = A_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_n X_n + E_t \text{-----equation 7.1}$$

Where Y = dependent variable, A_0 = constant /intercept, $\beta_1 \beta_2 \dots \beta_n$ = regression coefficient of the independent variable, $X_1 X_2 \dots X_n$ = independent variable and E_t = error component in the model.

In the forced entry regression, all the independent variables were entered simultaneously into the model to check for those variables that are significant to the model, while in the stepwise; the variables were entered based solely on statistical criteria, carried out to check the order in which the variables are significant.

The first research factor regressed was the role of landscaping in sustainable tourism. This was done by applying the forced entry with several predictor variables that are associated and later the stepwise regression to predict the potential role landscaping has on sustainable tourism in Nigeria. The second factor, achieving economic diversification through sustainable tourism was also regressed using the forced entry and stepwise regression against some predictor variables. The result explained the possibility of achieving huge economic benefits through sustainable tourism development.

7.3.1 Role of Landscaping in Sustainable Tourism

In checking the relationship between the dependent variable and the independent variables, seventeen variables were regressed against the dependent variable V31 (LANDSTD) on forced entry. These are:

1. V28 CHLANDS *Changing attitude through landscaping;*
2. V29 ITAD *Impact of tourist attractions on tourism demand;*
3. V30 ATLOFOTO *Attracting local and foreign tourists through landscaping;*
4. V32 ENWELL *Enhancing well-being through landscaping;*
5. V33 LANDPHY *Landscaping and the physical environment;*
6. V34 AESVALUE *Aesthetics value in design landscape;*
7. V35 PHYDEV *Physical development and landscaping;*
8. V36 LANDSHOL *Landscaping and attitude to holidaying;*
9. V37 LANDNEGA *Landscaping as a negative attitude to tourism;*
10. V38 LANDKEY *Landscaping as a key element towards tourism market;*
11. V39 LANDINVE *Landscaping as an investment opportunity in tourism Industry;*
12. V40 LANDINFR *Landscaping as tourism infrastructure;*
13. V41 PROMOT *Promoting tourist attractions through landscaping;*

14. V42 LANDDEV *Landscaping and development of tourism industry;*
15. V49 STOLAND *Sustainable tourism through landscaping;*
16. V51 IMPLAND *Implementing landscaping in touriss attractions and*
17. V59 GUIDETO *Guidelines for tourism development in Nigeria*

Applying forced entry, the following variables were found to be significant as revealed in Table 7.6:

- ✚ V30 (ATLOFOTO),
- ✚ V32 (ENWELL),
- ✚ V29 (ITAD),
- ✚ V36 (LANDSHOL),
- ✚ V36 (LANDSHOL) and
- ✚ V59 (GUIDETO)

From the regression correlation coefficients on forced entry, the individual association of the predictor variables on the criterion variable associated strongly with the criterion variable. The coefficient values show the percentage of increase of the dependent variable if the independent variable is increased by 100 percent, provided the effect of the other variables are held constant.

The Beta value shows the contribution to the model of each independent variables, the higher the value, the greater the contribution. The variables that can therefore be used to predict the criterion variable are:

Variable V30 (ATLOFOTO) having the highest beta coefficient of .340 (i.e. 34% influence on the dependent variable) contributes the most in the model at 0.000 significant levels. This was followed by

V32 (ENWELL) with Beta value of .181 (i.e. 18%) and absolute significance of 0.000

V29 (ITAD) has Beta value of .151 (i.e. 15%) and absolute significance 0.000

V36 (LANDSHOL) has a Beta value of .121 (i.e. 12%) and absolute significance of 0.000

V28 (CHLANDS) has a Beta value of .106 (i.e. 10%) at .002 significance level i.e. 95 percent confidence level and

V59 (GUIDETO) with -.053 significance 0.026 (i.e. 2.6%) i.e. 99 percent confidence level as shown on Table 7.6

Table 7.6: Coefficients at Forced Entry

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.149	.081		1.832	.067
	v28 - CHLANDS	.107	.034	.106	3.162	.002**
	v29 - ITAD	.152	.038	.151	3.965	.000***
	v30 - ATLOFOTO	.338	.036	.340	9.303	.000***
	v32 - ENWELL	.177	.033	.181	5.414	.000***
	v33 - LANDPHY	.048	.034	.048	1.413	.158
	v34 - AESVALUE	.042	.024	.049	1.717	.086
	v35 - PHYDEV	-.029	.029	-.031	-1.008	.314
	v36 - LANDSHOL	.113	.030	.121	3.794	.000***
	v37 - LANDNEGA	-.006	.029	-.006	-.193	.847
	v38 - LANDKEY	-.044	.031	-.045	-1.393	.164
	v39 - LANDINV	-.005	.030	-.005	-.159	.874
	v40 - LANDINFR	.066	.034	.069	1.944	.052
	v41 - PROMOT	.026	.042	-.026	-.614	.539
	v42 - LANDDEV	.028	.038	.028	.724	.469
	v49 - STOLAND	.042	.035	.041	1.194	.233
	v51 - IMPLAND	.001	.034	-.002	-.044	.965
	v59 - GUIDETO	-.039	.018	-.053	-2.234	.026*

Note: * denotes significance at $\alpha = 0.05$ or 95% confidence level; ** denotes significance at $\alpha = 0.01$ or 99% confidence level; *** denotes absolute significance at 100% confidence level.

From the model summary in Table 7.7, the Multi-R value is .845 about 85 percent, a high relationship between the predictor variables and criterion variable, Multi R has values from -1 to +1, and values from 0.4 to 1.0 show a strong relationship and less than 0.4, a weak relationship. The R-square (R^2) i.e. the coefficient of determination (a variation that can be accounted for by the criterion variable) is .715 i.e. 71 percent. The adjusted R^2 in the overall model is significant at 70.8 percent. This shows that the strength between the criterion variable and the predictor variables is relatively strong.

Table 7.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.715	.708	.502

From the regression, the sum squares accounts for 71 percent, i.e. $(459.228 \times 100 \div 642.685)$. The model clearly explains the outcome of the dependent variable. The ANOVA table reveals a significant relationship between the variables. The F ratio (summary of the matrix) is 107.049 at 0.000 significant levels and explains that the predictor variables have great influence on the criterion variable.

Table 7.8 show the ANOVA using the forced entry regression, from the table, the Regression is the amount of variation that could be accounted for by the model while the Residual is the amount of variation that could not be accounted for by the model

Table 7.8: ANOVA						
ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	459.228	17	27.013	107.049	.000 ^a
	Residual	183.456	727	.252		
	Total	642.685	744			

Using the Forced entry (Enter) method, a significant model emerged with $F=107.049$, $P < 0.005$, Adjusted R Square=.708.the significant variable are

Predictor variable	Beta	<i>p</i>
V30 (ATLOFOTO)	.340	$p=0.000$
V32 (ENWELL)	.181	$p=0.000$
V29 (ITAD)	.151	$p=0.005$
V28 (CHLANDS)	.106	$p=0.002$
V36 (LANDSHOL)	.121	$p=0.000$
V59 (GUIDETO)	-0.53	$p=0.026$

Variables V28 (CHLANDS), V29 (ITAD), V30 (ATLOFOTO), V32 (ENWELL), V36 (LANDSHOL) and V59 (GUIDETO) were further regressed step wisely with V31 (LANDSTD) as the criterion variable, the results of the stepwise regression were as follows:

From the stepwise multiple regression coefficients in Table 7.9, the variables with the highest beta coefficient contribute the most to the model. In this case variables V30 (ATLOFOTO) with .341 Beta value contribute the most, followed by

V32 (ENWELL) .215,

V29 (ITAD) .156 and

V36 (LANDSHOL) .142, the four variables are significant at p-value of 0.000.

The other variable V28 (CHLANDS) .116 and significant at 0.001

Table 7.9: Coefficients at Stepwise Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
5	(Constant)	.210	.077		2.727	.007
	v30 - ATLOFOTO	.338	.036	.341	9.365	.000***
	v32 - ENWELL	.210	.031	.215	6.879	.000***
	v36 - LANDSHOL	.131	.024	.142	5.376	.000***
	v29 - ITAD	.157	.038	.156	4.139	.000***
	v28 - CHLANDS	.117	.034	.116	3.485	.001**

Note: * denotes significance at $\alpha = 0.05$ or 95% confidence level; ** denotes significance at $\alpha = 0.01$ or 99% confidence level; *** denotes absolute significance at 100% confidence level.

The model summary on Table 7.10 shows that multi-R value is .840 i.e. 84 percent, a high relationship between the predictor variables and the criterion variable. The coefficient of determination R^2 is .706 which implies that the predictor variables can account for 70.6 percent residual variation in the dependent variable. The adjusted R square is significant at 70.4 percent; this shows a strong strength between the criterion variable and the predictor variables.

Table 7.10: Stepwise Model Summary (i)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840	.706	.704	.506

The ANOVA of the stepwise regression in Table 7.11 indicates that the regression sum of squares accounts for 70.5 percent of the total sum of square (i.e. $453.501 \times 100 \div 642.685$). The calculated value of F- ratio is 354.300 with absolute significance level of 0.000. This implies that the predictor variables have significant influence on the criterion variable.

Table 7.11: ANOVA

ANOVA ^t						
Model		Sum of Squares	Df	Mean Square	F	Sig.
5	Regression	453.501	5	90.700	354.300	.000 ^e
	Residual	189.183	739	.256		
	Total	642.685	744			

From the model above using the stepwise method, Adjusted R Square = 0.704, F = 354.300, P < 0.005, the significant variables are

Predictor variables	Beta	<i>p</i>
V30 (ATLOFOTO)	.341	<i>p</i> = 0.000
V32 (ENWELL)	.215	<i>p</i> = 0.000
V29 (ITAD)	.142	<i>p</i> = 0.000
V28 (CHLANDS)	.156	<i>p</i> = 0.000
V36 (LANDSHOL)	.116	<i>p</i> < 0.001

In predicting the criterion (dependent) variable, the Independent variables were substituted into the equation of best regression as below:

That is,

$$Y = A_0 + \beta_1(V30) + \beta_2(V32) + \beta_3(V29) + \beta_4(V36) + \beta_5(V28) + E_t \text{---equation 7.2}$$

The outcome of the model, Landscape is therefore

$$Y = A_0 + \beta_1(ATLOFOTO) + \beta_2(ENWELL) + \beta_3(ITAD) + \beta_4(LANDSHOL) + \beta_5(CHLANDS) + E_t \text{..... equation 7.3}$$

Where Y = Landscape.

$$V31 \text{ (LANDSTD)} = 0.210 + 0.338 \text{ (ATLOFOTO)} + 0.210 \text{ (ENWELL)} + 0.157 \text{ (ITAD)} + 0.131 \text{ (LANDSHOL)} + 0.117 \text{ (CHLANDS)} + E_t \dots \dots \dots \text{equation 7.4}$$

7.3.2 Achieving Economic Diversification through Tourism

The second factor that is, achieving economic diversification through tourism was also regressed applying the forced entry and stepwise regression analysis. Using

$$Y = A_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_n X_n + E_t \dots \dots \dots \text{equation 7.5}$$

Where Y= dependent variable, A_0 = constant /intercept, $\beta_1 \beta_2 \dots \beta_n$ = regression coefficient of the independent variable, $X_1 X_2 \dots X_n$ =independent variable and E= error component in the model.

Thirteen variables were regressed against the criterion variable V13 (ECOPOTO) -Economic Potentials of Tourism using forced entry in checking the relationships. The thirteen independent variables are:

1. V11 (INFRATODE) *Infrastructure and tourism development;*
 2. V14 (OPTODEV) *Opportunities in tourism development;*
 3. V15 (VTODEV) *Viability of tourism development;*
 4. V16 (TOIGR) *Tourism as a source of internally generated revenue;*
 5. V43 (RELACCOM) *Relevance of accommodation to tourism development;*
 6. V44 (RELCATER) *Relevance of catering to tourism;*
 7. V45 (RTTOD) *Relevance of transportation to tourism development;*
 8. V46 (RELELECT) *Relevance of electricity to tourism development;*
 9. V47 (RELWATER) *Relevance of water supply to tourism development;*
 10. V48 (LANDREQ) *Landscaping as a required infrastructure in tourism development;*
 11. V55 (FUND) *Funding as a factor of tourism development;*
 12. V56 (CONSLAND) *Consideration of landscaping in tourism development*
- And*
13. V57 (POLICY) *Policy and implementation strategy in sustainable tourism development.*

Upon forced entry, only four predictor variables associated strongly with the criterion variable. These are V14 (OPTODEV), V16 (TOIGR), V11 (INFRATODE), and V44 (RELCATER). The

B Coefficient value shows the percentage of increase of the dependent variable if the independent variable is increased by 100 percent provided the effects of the other variables are held constant. The Beta coefficient value tells us the contribution to the model of each independent variables, the higher the value, the greater the contribution.

In this case, V14 (OPTODEV) has the highest Beta coefficient of .440 and contributes the most in the model at absolute significance level of 0.000 .This was followed by V16 (TOIGR) with a Beta value of .179 and absolute significance 0.000, then V11 (INFRATODE) with Beta value of .165 and at a significance level of 0.000 and V44 (RELCATER) with Beta value of .064 at significance of 0.047 i.e. 99 percent confidence level as shown in Table 7.12

Table 7.12: Coefficients at Forced entry

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.102	.112		.915	.361
	V11 (INFRATODE)	.170	.031	.165	5.389	.000***
	V14 (OPTODEV)	.472	.041	.440	11.618	.000***
	V15 (VTODEV)	-.005	.043	-.005	-.121	.904
	V16 (TOIGR)	.192	.046	.179	4.152	.000***
	V43 (RELACCOM)	.013	.036	.014	.372	.710
	V44 (RELCATER)	.052	.026	.064	1.987	.047*
	V45 (RTTOD)	-.050	.045	-.049	-1.121	.263
	V46 (RELELECT)	.106	.056	.103	1.907	.057
	V47 (RELWATER)	-.025	.043	-.025	-.573	.567
	V48 (LANDREQ)	.000	.038	.000	-.010	.992
	V55 (FUND)	.045	.035	.049	1.267	.206
	V56 (CONSLAND)	.019	.024	.020	.792	.428
	V57 (POLICY)	-.024	.029	-.027	-.803	.422

a. Dependent Variable: v13 - Do you agree that tourism has huge economic potential?

Note: * denotes significance at $\alpha = 0.05$ or 95% confidence level; *** denotes absolute significance at 100% confidence level.

Table 7.13; show the model summary with the Multi R value was .774 about 77 percent, a high relationship between the predictor variables and criterion variable. The R-square (R^2) is .599, about 60 percent. The adjusted R^2 in the overall model is significant at 59.2 percent. This shows a strong strength between the criterion variable and the predictor variables.

Table 7.13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.599	.592	.611

The ANOVA table in Table 7.14 at forced entry reveals that the sum of squares accounts for 59.9 percent, i.e. $(407.697 \times 100 \div 680.744)$. The table reveals significant relationship between the variables. The F ratio (summary of the matrix) is 83.961 at 0.000 significant levels and explains that the predictor variables have great influence on the criterion variable.

Table 7.14: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	407.697	13	31.361	83.961	.000(a)
	Residual	273.046	731	.374		
	Total	680.744	744			

Results from the Forced entry (Enter) method shows $F=83.961$, $P<0.005$, Adjusted R Square = .592. The significant variable are

Predictor variable	Beta	p
V14 (OPTODEV)	.440	$p = 0.000$
V16 (TOIGR)	.179	$p = 0.000$
V11 (INFRATODE)	.165	$p = 0.000$
V44 (RELCATER)	.064	$p = 0.047$

Stepwise regression was also employed with V13 as the criterion variable and V14 (OPTODEV), V16 (TOIGR), V11 (INFRATODE) and V44 (RELCATER) as the predictor variables. The results are as shown in Table 7.15.

V14 (OPTODEV) has the highest Beta coefficient of .457 and contributes the most to the model with absolute significance. This was followed by V16 (TOIGR), with a Beta value of .184; V11

(INFRATODE) Beta value at .175 and V44 (RELCATER) Beta value at .087, all the variables are significant at p-value of 0.000 i.e. absolute significant levels as shown in Table 7.16

Table 7.15; Coefficients at Stepwise Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	.174	.103		1.681	.093
	V14 (OPTODEV)	.490	.039	.457	12.567	.000***
	V11 (INFRATODE)	.180	.031	.175	5.787	.000***
	V16 (TOIGR)	.198	.038	.184	5.137	.000***
	V44 (RELCATER)	.070	.021	.087	3.268	.001**

a. Dependent Variable: v13 - Do you agree that tourism has huge economic potential?

Note: ** denotes significance at $\alpha = 0.01$ or 99% confidence level; *** denotes absolute significance at 100% confidence level.

The model summary as shown on Table 7.16 reveals the R value to be .770 i.e. 77 percent, showing a high relationship between the criterion variable and the predictor variables. R^2 is .593 i.e. the predictor variables can account for 59.3 percent residual variation in the dependent variable. The adjusted R square is significant at 59.1 percent; this shows a good strength between the criterion variable and the predictor variables.

Table 7.16: Stepwise Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
4	.770 ^d	.593	.591	.612	

The ANOVA table in Table 7.17 reveals that the sum squares accounts for 59.3 percent, i.e. $(403.862 \times 100 \div 680.744)$. The table reveals significant relationship between the variables. The F ratio (summary of the matrix) is 269.843 at 0.000 significant levels and explains that the predictor variables have great influence on the criterion variable.

Table 7.17: ANOVA Table

ANOVA ^e						
Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	403.862	4	100.966	269.843	.000 ^d
	Residual	276.881	740	.374		
	Total	680.744	744			

Results from the stepwise method show $F = 269.843$, $P < 0.005$, Adjusted R Square = .591. The significant variable are

Predictor variable	Beta	p
V14 (OPTODEV)	.457	$p = 0.000$
V16 (TOIGR)	.175	$p = 0.000$
V11 (INFRATODE)	.184	$p = 0.000$
V44 (RELCATER)	.087	$p = 0.001$

In predicting the criterion variable for the second factor, which is achieving economic diversification through sustainable tourism, the equation for best line of fit was substituted as shown below:

$$Y = A_0 + \beta_1(V14) + \beta_2(V11) + \beta_3(V16) + \beta_4(V44) + E_t \dots \text{equation} \dots 7.6$$

Therefore the outcome of the model on economic diversification is

$$Y = A_0 + \beta_1(\text{OPTODEV}) + \beta_2(\text{INFRATODE}) + \beta_3(\text{TOIGR}) + \beta_4(\text{RELCATER}) \dots \text{equation} \dots 7.7$$

Where Y is Economic Potential of Tourism and implies that:

$$V13 (\text{ECOPOTO}) = 0.174 + 0.490 (\text{OPTODEV}) + 0.180 (\text{INFRATODE}) + 0.198 (\text{TOIGR}) + 0.070 (\text{RELCATER}) \dots \text{Equation} \dots 7.8$$

The important predictor variable that contributed the most to predicting the criterion variable is OPTODEV; the second is INFRATODE, followed by TOIGR and RELCATER.

7.4 Discussions from Models

This section discusses the findings and interpretation of the multiple regression models, which was the outcome of the analysis and the association between the variables. This was done in order to come up with a framework for the development of sustainable tourism through

landscaping in Nigeria. In this regard, all the independent variables (predictors) that are associated with the dependent variable (Criterion) and their levels of influence were discussed in order of their ranking and level of importance.

7.4.1 Role of Landscaping in Sustainable Tourism Development

The results from the stepwise regression show the role landscaping will play in sustainable tourism. This had the following predictor variables in the model and in order of their importance to the Criterion variable:

- ✚ ATLOFOTO: *Attracting local and foreign tourists through landscaping;*
- ✚ ENWELL: *Enhancing well-being through landscaping;*
- ✚ ITAD: *Impact of tourist attractions on tourism demand;*
- ✚ LANDSHOL: *Landscaping and attitude to holidaying and*
- ✚ CHLANDS: *Changing attitude through landscaping.*

They were regressed against LANDSTD: *Landscaping and Sustainable Tourism Development (the criterion Variable).*

The regression equation for the above as earlier discussed is:

$$V31 \text{ (LANDSTD)} = 0.210 + 0.338 \text{ (ATLOFOTO)} + 0.210 \text{ (ENWELL)} + 0.157 \text{ (ITAD)} + 0.131 \text{ (LANDSHOL)} + 0.117 \text{ (CHLANDS)}$$

In increasing the role of landscaping in tourism development, attention should be paid to the five variables as shown in the above equation. If greater attention is paid to landscaping, then tourism will improve. These were further discussed in their order of importance.

7.4.1.1 ATLOFOTO (Attracting Local and Foreign Tourists through Landscaping)

The independent variable ATLOFOLO contributed most to the model and shows a high correlation coefficient of 0.780, as shown in appendix 3. This shows a high association with the dependent variable LANDSTD. It has a regression coefficient value of .338; and indicates that while holding the effect of the other variables constant LANDSTD will change by 33.8% given 100% change in ATLOFOTO. Going by this, if landscaping is improved upon in the Nigerian tourists' attractions, local and foreign tourists will be attracted. The Beta value is .341 and significant at $\alpha = 0.000$ i.e. absolute significance, thus ATLOFOTO has much influence on LANDSTD.

Nigeria is richly blessed with varieties of tourist attractions and lots of beautiful sceneries as previously discussed in the literature. However, most of the attractions are not fully developed while some are yet to be developed. This has made the patronage of both local and foreign tourists very low. From the foregoing, it is obvious that if landscaping is improved upon, local and foreign patronage will increase significantly, that is, efforts at developing these sites through landscaping would yield positive results of not only local but also international patronage.

The use of hard and soft landscape elements to beautify the tourist environments is important as this will help attract visitors to the tourists' centres. Both human made and natural elements can help improve tourist sites, and can be used in various ways to direct paths, provide shade and also add to the beauty, to mention but a few. As such landscaping should be made a part of developmental schemes used to improve the standard of tourist attractions in Nigeria. In doing so, the use of professionals in the field of landscaping becomes imperative for proper sustainable development.

7.4.1.2 ENWELL (Enhancing well-being through landscaping)

The correlation coefficient of ENWELL is 0.723. The regression coefficient is .210 and the Beta coefficient is .215 at absolute significance. It ranked second in the contribution to the dependent variable LANDSTD and correlates highly with it. Giving ENWELL 100% change while holding the effects of other variables constant, LANDSTD will increase by 21.0%.

In achieving a healthy state, conditions such as good health, healthy and attractive environment must be met. Through landscaping, the beauty, scenic views and beauty will create an enabling environment of achieving relaxation and enhanced physical health.

7.4.1.3 ITAD: (Impact of tourist attraction on tourism demand)

Variable ITAD also contributed to the prediction of the model with a correlation of 0.743, a regression coefficient value of .157 and Beta value of .156 at absolute significance. Giving ITAD 100% increase and holding the effect of other variables constant, LANDSTD will change by 15.7%. If landscaping is improved, patronage will increase and if the tourist attraction is not well landscaped, patronage would be low as an attractive environment attracts people to itself. Some reasons why there is low patronage are due to the unattractive nature of the tourists' environment. From the model, landscaping, if introduced in the various tourist attractions across Nigeria will draw substantial proportion of tourists from all over the globe.

7.4.1.4 LANDSHOL (Landscaping and Attitude to Holidaying)

LANDSHOL is the fourth independent variable that contributed to the regression model. It exhibited a correlation coefficient of 0.617, regression coefficient value of .131 and Beta value of .142 at $\alpha = 0.000$ significance. Giving LANDSHOL 100% increase and holding the effect of other variables constant, LANDSTD will change by 13.1%. This implies that the attitude to holidaying will improve if landscaping is increased in the Nigerian tourist attractions given the attractiveness of the natural environment.

Some Nigerians prefer visiting their villages when on leave, while some travel to other countries; this is mainly due to the non availability of attractive places to visit within the country. Year in year out, most tourist attractions remain the same while some are faced with a state of deterioration. This model has proved that attitudes of people to holidaying will change if tourist attractions are improved upon through landscaping. Beautifying the tourists' environment will not only enhance activities on these tourism locations but will also boost tourist interest, encourage tourist visits and serve as a veritable means of various investment opportunities.



7.4.1.5 CHLANDS (Changing Attitude through Landscaping)

CHLANDS also contributed to the regression model with a high correlation coefficient of 0.700, a regression coefficient of .116 and Beta value of .117 at $\alpha = 0.002$ significant level i.e. 99% confidence level. And indicates that it will exert 11.6% change in LANDSTD, given 100% change in CHLANDS provided the effect of other variables remain constant.

Given the right environment, people's attitude towards tourism will change significantly. Presently, Nigerians are not inclined to tourism activities in the country due to the unattractive tourism environment. Government needs to create tourism awareness and simultaneously beautify these attractions to arouse people's interest. These can be done by public enlightenment, education using various modes.

7.4.2 Achieving Economic Diversification through Tourism in Nigeria

In carrying out the stepwise regression on the factor above the following independent variables contributed to the model.

-  OPTODEV: *Opportunities in tourism development;*
-  TOIGR: *Tourism as a source of internally generated revenue;*

- ✚ INFRATODE: *Infrastructure and tourism development; and*
- ✚ RELCATER: *Relevance of catering to tourism.*

These were regressed against the dependent variable ECOPOTO (Economic Potentials of Tourism).

The regression equation in this model is as follows:

$$V13 \text{ (ECOPOTO)} = 0.174 + 0.490 \text{ (OPTODEV)} + 0.180 \text{ (INFRATODE)} + 0.198 \text{ (TOIGR)} + 0.070 \text{ (RELCATER)}$$

7.4.2.1 OPTODEV (Opportunities in Tourism Development)

OPTODEV contributed the most to the model, (see Appendix E for the correlation matrix) with a correlation of 0.731, a regression coefficient of 0.490 and Beta coefficient value of .457 at $\alpha = 0.000$ i.e. 100% confidence level. Holding the effect of all other variables constant, ECOPOTO will change by 48% if OPTODEV is change by 100%.

With the emergence of democracy and the relative political stability in Nigeria, attention is gradually being paid to tourism. However, more efforts are needed if Nigeria is to diversify its economy through tourism among others. Considering the diverse and huge tourism potentials that abound in Nigeria, the country stands at a very vantage position of harnessing same for job creation, poverty reduction strategy and enhancing the economic base of both private individuals and governments across the board. Other benefits include infrastructural development, economic growth, cultural identity, competitive value, social integration among others. However, to succeed in bringing the Nigerian tourism as a high flyer, the government needs to involve not only the private sector, but all government at all levels in promoting the Nigerian tourist destinations across the nation.

7.4.2.2 TOIGR (Tourism as a Source of Internally Generated Revenue)

The correlation coefficient of TOIGR with ECOPOTO is 0.654 and signifies a co-variation and association between the two. The regression coefficient is .198 which indicates that given 100% change in TOIGR, ECOPOTO will change by 19.8%. Provided the effects of other variable remain constant; the Beta coefficient is .184 and significant at 0.000 i.e. 100% confidence level.

Tourism can be explored as an additional source of internally generated revenue by tapping into the numerous tourism resources. Although all states in Nigeria rely on the monthly revenue allocations from the Federated account, this varies from state to state due to certain factors such as derivation formula. For instance, oil producing states in the country earn more than non-oil producing ones. Thus if tourism is given due attention, it can sustain and augment state revenue that have these natural endowments.

Fortunately enough, all regions or states in Nigeria are relatively endowed with natural resources which can supplement the monthly allocations and upon which they can seek alternative sources of revenue generation. As such, the numerous tourism potentials should be focused on and developed appropriately to serve as additional internally generated revenue.

7.4.2.3 INFRATODE (Infrastructure and Tourism development)

INFRATODE ranked third in the regression model with a correlation coefficient of 0.582, a good association with ECOPOTO. INFRATODE has a regression coefficient value of .180 and Beta coefficient value of .175 at absolute significance. Given 100% change in INFRATODE while holding the effect of other variables constant ECOPOTO will change by 18%

The provision of basic infrastructure is a pre-requisite towards attaining economic growth. Infrastructures will support the tourists' needs and encourage investment. Thus without the necessary tourism infrastructure being put in place, tourism in Nigeria would not progress.. In essence, adequate infrastructures need to be provided for all the states to benefit from tourism. This will include, roads, landscaping elements, recreational facilities, constant electricity supply, decent hotel accommodation, water, efficient transportation, solid waste disposal and effective communication.

7.4.2.4 RELCATER (Relevance of Catering to Tourism Development)

Variable RELCATER ranked fourth in the contribution to the regression model with a correlation of 0.437. This indicates a good association between the two variables. The regression coefficient is .070, and the Beta coefficient is .087 at absolute significance. ECOPOTO will contribute a change of 0.7% if RELCATER undergoes 100% change while the effects of other variables are held constant.

Catering apart from infrastructure is also an important need at any tourist destination. Host communities must be able to cater for tourists and provide conducive and attractive environments for a long lasting experience. In planning towards sustainable tourism growth,

certain supporting facilities such as restaurants, cafes, snack bars are paramount for smooth operations.

7.5 Checking Assumptions and Validation of Regression model

The regression models developed were tested to check the extent to which the linear regression assumptions were satisfied and were not violated. Bertsimas and Freund (2002); Pallant, (2007) stated that the tests can be conducted by carrying out tests of linearity, multicollinearity, outliers, normality, homoscedasticity and independence of residuals.

The multicollinearity for both models were examined by checking the tolerance value using the formula $1-R^2$ and the Variance Inflation Factor using 1 divided by tolerance which should not be above 10 (Pallant, (2007; Research Consultants.com (2011)). In both cases, the tolerance values are more than 0.1 and the VIF values are all less than 10. Also, all the independent variables correlate well with the dependent variables, therefore multicollinearity is absent as seen in appendix D.

The histograms show normal distribution as shown in Appendix E and H while the normality probability plots (P-P) for both models as shown in Appendix F and I show that all points lie reasonably straight diagonally from left to right which shows that there is no major deviation from normality.

The scatter plots of the standardised residual shown in Appendix G and J show that residuals are roughly rectangular and concentrate along the point 0 with no curve. The outlier was also checked for both models and as noted by Pallant (2007), they are cases that have a standardised residual of more than 3.3 or less than -3.3. In the case of the models, only few residuals are seen and can therefore be ignored. This is because, with large samples, it is common to find few outlying residuals (Pallant, 2007). The homoscedasticity also show that there are no patterns in both models. Therefore the tests performed for the models on the role of landscaping in sustainable tourism development and achieving economic diversification through tourism shows that the assumptions were not violated.

Therefore the tests performed for the models on the role of landscaping in sustainable tourism development and achieving economic diversification through tourism shows that the assumptions were not violated.

Being satisfied that the assumptions were not violated and have been met in the model, the validity was also checked. Checking for the validity of the model before use is necessary as suggested by Snee (1977) in order to increase the confidence in the prediction ability and ensure the generalisation to the population (Mourad et al, (n.d); Harris, 1995). This therefore implies that the results are stable overtime and do not vary across different situations (Sarstedt and Mooi, 2011).

The approaches for checking the validity of models as noted by Berks (1984); Sarstedt and Mooi (2011) includes the collection of new data to check model for its predictive ability and involves taking a new sample from the population; comparison of the predictions and coefficients with physical theory; comparison of the results with those from theory and simulations and validation by data splitting.

In checking for the validity of the multiple regression models, this research therefore compared the R square (R^2) the coefficient of determination which measures how much of the variability in the outcome is accounted for by the predictors and how well the models fits the data (Field, 2008; Statsoft, 2011) with the Adjusted R squared the measure of the success of the model and the value it would account for if the model were derived from the population rather than a sample (Field, 2008). This was done to check if the models fit and if the results can be generalised to the population and shown in the Table 7. 18. In comparing the R squared and Adjusted R squared, the differences in values in both models were small, which implies that the models fit and the results can therefore be generalised.

Table 7.18: Validation of Model using Adjusted R Squared

Model		R Squared	Adjusted R Squared
Role of landscaping in sustainable tourism development	1	.715	.708
	2	.706	.704
Achieving economic diversification through tourism	1	.599	.592
	2	.593	.591

7.6 Summary

The chapter tested the three null hypotheses proposed in the research, checking for relationships and significance between pairs of variables. At the end of the tests using the chi square and the Pearson product moment correlation, the three null hypotheses were rejected and the alternative hypothesis accepted and proved that landscaping has significant influence on sustainable

tourism and will influence tourists' patronage in Nigeria. Also, accepted was the fact that sustainable tourism will influence the Nigerian economy significantly, especially in the desire for effective economic diversification.

Further analysis using the multiple linear regressions also revealed factors that can aid sustainable tourism in Nigeria. The analysis also revealed the various contributions of independent variables to the dependent variable in the models as discussed in the key findings above. The outcomes of the model are used in the next chapters to proffer recommendations for sustainable tourism development through landscaping in Nigeria.

Chapter Eight

Discussions and Policy Implications of Findings



8. CHAPTER 8: DISCUSSIONS AND POLICY IMPLICATIONS OF FINDINGS

8.1 Introduction

The three previous chapters focused on the analyses from the field survey, interview, test of hypotheses and regression model; conducted to obtain findings for developing sustainable tourism through landscaping in Nigeria. The current chapter presents the discussions on findings from the analyses and highlights the key setbacks to tourism development in Nigeria. These discussions are then used to formulate a conceptual framework to facilitate tourism development in Nigeria through landscape architecture.

8.2 Discussion of Key Findings

From this investigation, the underdevelopment of the Nigeria tourism is acknowledged and brought to the fore. This finding is consistent with Bankole, (2002); Doma, (2008); Adora, (2010); Datata (2011) that the Nigerian tourism potentials are largely untapped and need development. This is evident from the literature as discussed in chapters two and three. This was also corroborated by the researcher's visits to selected tourist sites and investigations carried out through the field survey and interviews of stakeholders in the Nigerian tourism industry. The results confirm the assertions that the Nigerian tourism industry is faced with numerous problems of which the most prominent is the dearth of tourism infrastructure, tourism enhancing institutions and the general enabling environment for private capital and managerial know-how and expertise to be attracted to the sector (Alabi and Ocholi, 2010; Olujimi 2010; Owoniyi, 2011; Tradeinvest, 2011).

Arguably, these have contributed to the slow pace of tourism development and indeed to deny the country an opportunity to diversify its economic structure away from crude oil production and export through tourism (Honey and Gilpin, 2009). The study also tested some of the assertions proposed from the hypotheses in chapter one in regard to sustainable tourism development in Nigeria, the findings and discussions are presented below.

First, evidence from the analysis show that in spite of the numerous tourist attractions in Nigeria, visits are seldom or never made; or either carried out at festive periods or as school

excursions for recreation and educational purposes. In addition, some never visit due to the unattractive nature of the attractions, lack of publicity and security amongst other factors. These complement the findings from the literature as observed by Essien (2008); Honey and Gulpin (2009); Adora (2010); Dantata (2011); that many of the attractions are underdeveloped, poorly maintained, not adequately funded and are characterised by inadequate publicity, security, poverty, lack of developed travel culture, absence of tourism supporting institutions as well as the ineffectiveness of tourism policies. This explains the low patronage both locally and internationally. Thus, unless the attractions are adequately promoted and the enabling environment is created through effective policies, visits to Nigerian tourist attractions will continue to be a mirage.

As such, the problem of awareness on the one hand can be overcome if there is adequate publicity and aesthetics transformation which the Nigerian tourist attractions currently lack, in order to attract local and international tourists. On the other hand, tourists and host communities must be assured of adequate security and safety of lives and property and be made a top priority because the safety of a destination increases the tourists' motivations. All the above combined form the basis for sustainability of tourism.

Second, the current state of the Nigerian tourist attractions was also explored; the position of the majority of the respondents revealed that the Nigerian tourism potentials are huge and the tourists' environment greatly contributes to the patronage of an attraction. In addition, the literature review shows that the Nigerian tourist attractions are not fully developed and promoted for tourists' patronage Ovat (2003); Olorunfemi and Raheem (2008) and Adora (2010).

Chapter three clearly shows that virtually all the thirty six states and the Federal Capital Territory exhibit the abundance and varieties of attractions; this shows the huge potentials yet to be fully harnessed by Nigeria.

Indeed, the physical environment has a major role to play in tourism development; as it determines the level of tourism activity in a tourist destination. It also serves as a factor in deciding a tourist's choice and how long to stay in a destination. The finding therefore brings into the limelight the important role the environment plays and suggests that unless the attractions are fully developed and the physical environment improved; tourism in Nigeria may not be of great benefit to Nigeria's economic development.

Third, the inadequacy and sorry state of tourism infrastructure in Nigeria was also investigated and the research revealed and corroborates the literature that tourism infrastructure is poor and inadequate as documented by Ebohon, Ayeni and Taki (2009); Alabi and Ocholi (2010) and Olujimi (2010). The opinion of respondents also showed that maintained and adequate infrastructure will enhance tourism development and tourists are likely to visit. However, this can only be actualised with collaboration between the government and the private sector and tourism will undoubtedly succeed if improvement to tourism infrastructure is focused on. In addition to these findings from the interviews, neglect and the lack of maintenance were identified at the few infrastructures that exist.

This research suggests that the combination of tourism and infrastructure can bring immense economic, social and environmental benefits to Nigeria. In other words, for tourism to function properly in Nigeria, a wide range of infrastructural services need to be put in place. These include, but are not limited to recreational facilities and landscape elements, roads, transportation, telecommunication, accommodation, restaurants and shops especially within the tourists' destinations.

Fourth, as seen from the literature, several global economies have enhanced their development through tourism (Kreag, 2001; Stock, 2004; Kaplan and Celik, 2008; Herb, 2009) and there is no reason why Nigeria should be an exception. Considering Nigeria's desire to diversify its economy away from oil, the tourism sector provides it with a tremendous opportunity to do so. The empirical results from this study attests to the fact that tourism has huge economic potentials, and if properly developed could generate income and create employment opportunities as well as a good source of internally generated revenue.

Obviously, Nigeria has been very comfortable with its dependence on crude oil, hence paying little attention to other sectors such as agriculture and tourism. Tourism plays a number of roles in an economy as it is not defined by a single commodity but encompasses several economic activities that include transportation, manufacturing, communication, and agriculture amongst others and has several economic impacts that foster economic growth. This research therefore suggests that harnessing the huge economic potential of tourism will not only help Nigeria in diversifying its economy, but at the same time create jobs, improve local businesses at destinations, facilitate infrastructure within and around the destinations as well as generate community pride and identity.

Fifth, landscaping using both natural and human made elements has been explored by developed countries in enhancing tourist destinations as seen in the literature in chapter two. Landscaping plays the role of greenery (Kreag, 2001; Baharu, 2009; EEB, 2011) by adding to the appearance, helping to improve aesthetics and at the same time increase patronage (Kreag, 2001). In addition, increase the quality of life of the tourists and locals by providing social and psychological needs such as health and social ties (Lovell and Johnston, 2009).

Furthermore, as at the time of this investigation, landscape elements were found to be fairly used in the tourist attractions investigated. Also, the majority of the respondents that took part in the survey attested that there is need for landscaping in the tourist attractions and implementing better landscaping is likely to encourage tourists' visits. The investigation also found a statistically significant relationship between landscaping and sustainable tourism, thereby rejecting the null hypothesis that landscaping does not have any significant influence on sustainable tourism. Thus, confirming the importance of landscaping to tourist attractions.

The findings confirmed that tourists attach value to different landscapes and the elements that make up the tourists' environment are very important. This finding is consistent with Mikulec and Antouskova (2011) who said that the ability to view natural and manmade scenes is an important part of the tourism experience and serves as a principal motivation for many visitors. As such landscaping plays a very important role in enhancing the environment and helps human wellbeing physically and psychologically as well as the economy as observed by Lovell and Johnston (2009). Therefore this research suggests that landscaping be considered as an important element needed to transform the Nigerian tourist attractions

Sixth, the physical infrastructure of a tourist attraction contributes to marketing such attractions, as such, landscape elements are considered to be part of tourism infrastructure as observed by Dwyer, Forsyth and Dwyer (2010) and Thomson (2010). The survey and interview findings show evidence that landscape elements are a form of tourism infrastructure and can change the attitude of tourists positively towards tourism. By beautifying the attractions with landscape elements, tourists will be motivated and encouraged to visit the attractions. This suggests that by introducing these elements, the attractions will be enhanced, creating a positive image of destinations so that more tourists both local and international are likely to visit the Nigerian tourist attractions.

Seventh, the aesthetic quality of a tourist destination can lead to sustainability economically, socially and environmentally. In view of this, respondents, in examining the role landscaping

can play in respect of sustainable tourism development, attested that landscaping can facilitate sustainable tourism development, enhance individual wellbeing as well as the quality of the physical environment. This corroborates findings from the literature as noted by SEDA (2005); Skarback (2007); Benson and Roe (2007); Fitz and LaGory (2008) and Lovell and Johnston, (2009) that aesthetics helps the individual wellbeing.

Landscaping, apart from serving the purpose of providing habitat for some wildlife like insects, birds, being used as buffers and protection against wind, also serve the purpose of enhancement. Integrating landscape elements in an environment through lighting, street furnishing, plants and other features add to the general aesthetic quality of that environment. Thus, the research suggests that the physical quality of the Nigerian tourist attractions are likely to improve if landscape elements are used, and at the same time, enhance people's lives and benefit the society.

Eight, also revealed from the analysis is that the aesthetic appearance of an attraction is very important as tourists are likely to pay for nice-looking destinations. Landscaping is playing a very positive role in destination choice globally and presents an avenue for investments for the tourism industry as noted from literature by Lickorish and Jenkins (1997) and Clivaz (2008). Thus, landscape can be used to promote tourist attractions and also facilitate fast development of the Nigerian tourism industry.

Evidence from the analysis also revealed that other infrastructures apart from landscape elements are necessary for improving the Nigerian tourist attractions and include accommodation, power supply, catering facilities, transportation and water supply. All these make up the physical infrastructure and contribute to an enjoyable visit (Pearce, 2004; Dwyer, Forsyth and Dwyer, 2010).

In achieving sustainable tourism through landscaping, respondents are of the opinion that it is possible if tourism and its infrastructures are developed and high level standard maintained. This can be achieved by adopting strategies from the developed countries as well as setting up a monitoring body for quality and progress. Furthermore, respondents gave the opinion that stakeholders be involved in tourism development and should invest more on landscaping to enhance the attractions. In addition, enlighten and educate the host communities on sustainable tourism.

Besides the above opinions is funding which should be considered if sustainable tourism development is to be achieved in Nigeria. Additionally, participants in the field survey and

interviews support the opinion that effective policy management and implementation strategies will help speed up tourism development in Nigeria. In order to fully develop tourism, participants also suggest that the government should control the tourism industry, encourage and give opportunities to private investors and give adequate attention towards landscaping.

8.3 Key Impediments to Tourism Development in Nigeria

This research apart from the findings highlighted above also indicate some key constraints that have played a role in the non effectiveness of tourism development in Nigeria. These findings are summarised and highlighted in Figure 6.3 and includes:

- ✚ Inadequate government's efforts in tourism development and provision of tourism infrastructure
- ✚ Non implementation of past tourism policies and the need to revisit the policies
- ✚ Inadequate funding from the government towards tourism development
- ✚ Limited tourism and landscaping education in schools, no courses on landscaping, gardening, horticulture, landscape architecture, training and awareness
- ✚ Non involvement of tourism stakeholders such as the host community, tourism service providers
- ✚ Poor and non beautification of the tourists' environment
- ✚ Inadequate tourism infrastructure in the Nigerian tourist attractions
- ✚ Non maintenance of available infrastructure at some of the attractions
- ✚ Poor level of supervision of the attractions by the government at the federal, state and local levels
- ✚ Non attachment of any significant value to landscaping and tourism by the government and Nigerians

These findings identified, in addition to those from literature and the field survey show harmony in the research investigation and provide evidence of the underlying cause of underdevelopment of tourism in Nigeria. Thus, the research therefore suggests the urgent need in addressing these setbacks, for tourism to be fully effective in Nigeria. However, the researcher contends that concern should be more on landscaping in order to enhance the Nigerian tourist attractions for patronage.

8.4 Policy Implication of Findings

The intention of this study is not to deviate from the ideas and recommendations of the Nigerian tourism policies but to propose a way forward for their successful implementation and the need to make landscaping a focus and adopt it in enhancing the aesthetics of the tourist attractions. The Nigerian tourism development master plan whose implementation is being canvassed was enacted in order to develop the un-organised tourism sector. Doma (2008) attested to being a member of the presidential committee on tourism that gave birth to the Nigerian tourism master plan. Thus, the challenge is to focus on tourism and develop the sector sustainably. The implications of the research findings are discussed herewith.

World Commission on Environment and Development's definition of sustainable development is 'meeting the need of the present without compromising the ability of the future generations to meet their own needs'. From this definition, the needs of the present and that of the future generations cannot be met without the cooperation and collaboration of the government, private sector and community as a whole.

Referring to the literature, the years 1959, 1990, 1992 and 2005 saw the constitution of ad hoc committee for tourism development, enactment of tourism policy, forming of NTDC and NIHOTOURL tourism promoting bodies and the development of tourism master plan which were not implemented. These need to be revisited, revised and effected for the tourism sector to move forward. In this regard, all stakeholders should be made to take responsibility for their implementation in order to bring about the desired change in the Nigerian tourism industry. This will afford the opportunities to identify obstacles, appropriateness and factors that have prevented the execution and proffer suggestions and solutions for successful implementation of the policies.

Deduced from the interviews carried out as earlier seen in chapter six, were issues of the government and individuals not valuing tourism. In addition, there is a nonchalant attitude of government in power towards the continuation of projects begun by its predecessors, which may not be the priority of the government in power, as in the case of many 'abandoned projects' in Nigeria.

This study therefore suggests that for the tourism sector to be successful and benefit from the optimum opportunities tourism presents, vis-à-vis, the economy, together with social and environmental progress, the Nigerian government should re-strategise by establishing various bodies under the ministry of tourism, for effective planning, development and monitoring of the

tourism industry, encourage investments through the creation of soft loans to the private sectors. Create favourable environments for visitation and plan towards a successful tourism development by generally making tourism policy effective and efficient.

Another implication of the findings is that if landscaping is not made to be at the centre of tourism policy, tourism is likely to fall short of expectation. Landscape elements both natural and manmade dominate many attractions globally and evidence from the analysis identifies it as the missing link in the Nigerian tourism attractions. The reason for the negative attitude to beautification in Nigeria can be adduced from the fact that it is not mandatory for architects to include landscaping in the architectural designs. This has affected the general beautification of many urban areas and has indirectly been extended to the Nigerian tourist attractions. As such, the institutional body which governs the Nigerian Architects (NIA) could be made to influence issues of development by making it mandatory for architects to design both the floor plans and the site environments. This will ensure that the design fits well within its environment; is sustainable, as well as protects biodiversity and historic interests, and in the long run helps the physical aesthetics of the Nigerian environment. Also is the need for the physical planning agencies such as the local planning authority, and the federal housing authority to look into the issues of development control in order to improve the environmental quality.

It is evident from the literature that there is a relationship between landscape and tourism and this plays a vital role in tourists' decisions on where to visit. Landscape elements contribute to the pleasant experience from tourism activities. In addition, some motivation for travel by tourists includes the contact with nature and sightseeing. Therefore a well designed and maintained attraction is important. This will also contribute to the development of the host communities, contribute to the quality of the peoples' lives, and also be considered by all types of users coupled with being attractive. Thus the research identifies that sustainable tourism can be possible in the Nigerian tourist attraction if made a focus in the policy formulation and implementation.

Thirdly, economic diversification which does not look at the tourism sector of the economy, given the huge potentials that tourism offers to the economic diversification efforts as identified in this study would be a missed opportunity. Some of the potentials as previously mentioned in the literature include tourism's ability to encourage linkages with other sectors of the economy, thereby reducing tourism leakages. By retaining the revenue generated from tourism within the host country, preventing it from leaving due to foreign ownership, importation of resources etc.

Tourism is not homogeneous but linked to other sectors of the economy; it is labour intensive and the nature of some of the skills can be absorbed by unemployed semi- skilled and unskilled labour that can quickly be skilled on the job. Tourism encourages investments, generates foreign currency, stimulates other sectors and generates revenue. These laudable objectives can be achieved if tourism is made a focus and priority for economic diversification.

Fourthly, for sustainable tourism development to take place and assist economic diversification efforts in Nigeria, all the necessary and supporting institutions must exist and enhance tourism as the lack of these institutions continues to hinder sustainable tourism development.

Some of the findings from this research revealed that tourism education is lacking and should start from schools, skilled and qualified staff be employed and awareness raised through seminars, workshops, conferences to gain experiences from other countries. Also lacking is landscaping education and training in the area of landscape architecture, gardening, horticulture, specialist courses in landscaping, as well as including landscaping in the school curriculum for successful tourism development. This facilitates active participation among all concerned.

Furthermore, the study shows clearly that sustainable tourism development will be a mirage without capacity building in tourism human resources development. Capacity building helps to improve skills of individuals, organisations, groups, institutions and communities in order to improve their functions which will enable effective performance. In Nigeria there is the dearth of skilled human resources and many institutions do not offer courses on tourism. Based on the findings from this research many of the tourism staff are not skilled, this weakness can be addressed through the urgent training of staff.

The research identifies that appropriate skills are needed for tourism development in Nigeria and suggests that sustainable tourism can be promoted through capacity building and awareness programs in areas of human resources, organisational and institutional development through training in information, communication, youth training, and community programmes. The research also suggests that the Nigerian government should support public education through training from the local level in order to help manage tourism at that level.

Fifthly, the research identifies that sustainable tourism development is not likely to materialise without effective and supporting tourism infrastructures, principally landscape features, energy supply, accommodation, roads, water supply and transportation. Many of the Nigerian tourist attractions call for infrastructural facilities, these in the long run stimulate and diversify the

economy for the development of other industries and at the same time attract new and other related economic activities.

The research has identified landscape infrastructure as a very vital need of Nigerian tourism development and suggests that existing infrastructure be upgraded and consistently maintained. Attention also has to be paid to the needs of many of the attractions by providing better infrastructure.

Sixthly, views of underfunding, mismanagement, and misappropriation of funds were expressed by respondents from the findings discussed earlier. These have been revealed in the collapse and lack of maintenance of many projects initiated by governments at many of the tourist attractions. Tourism is capital intensive and funding is required to meet development, administrative and promotion needs. Physical development of infrastructure as well as maintenance of infrastructural facilities need constant monitoring as funds earmarked for the purpose must be closely monitored.

Recently, tourism stakeholders in Nigeria canvassed for the establishment of the tourism development fund “to allow investors obtain soft loans for tourism development” (Ojeme, 2011). This indicates that there is a positive way forward for tourism development in Nigeria if the Nigerian government provide incentives for the private sector.

For sustainable tourism development to be achieved in Nigeria, this research in addition to the suggestions above, require the intervention of the government in offering direct and indirect funding such as low interest loans, government land, and private sector investments in hotels, resorts, transportation and by raising revenue through tax.

Seventh, this research identified that stakeholders’ involvement in the tourism sector in Nigeria is not fully in existence. Stakeholders as identified by this research are all tiers of government (Local, Regional and National), the host communities, tourism entrepreneurs which include travel agents, hoteliers, tour-operators and tourists. Each of these take care of different needs, they have different interests, levels of knowledge, financial capabilities, technicalities and therefore need to collaborate in order for sustainable tourism development to be achieved in Nigeria. As seen from previous literature, stakeholders’ involvement is very important and it is a step towards achieving sustainable tourism. It emphasises that tourism can only be managed sustainably and effectively if stakeholders participate in the process of decision making through planning, development, implementation and management.

In view of the above, the study suggests that if stakeholders are involved, interests and opinions will be identified. In addition stakeholders' participation will draw emphasis on different multiple interests involved in tourism as well as avoiding top down decision making that is already the case in Nigeria.

Eight, the role of the stakeholders should be complemented by the private sectors for an effective tourism sector in Nigeria. Tourism involves the interaction of several components of infrastructure development, transportation, economic development, sports, recreation and destination development. This reveals that tourism cannot be handled by the government alone and therefore requires the involvement of the private sector, given the opportunities for investment provided by the tourism sector. In all sectors of tourism as earlier seen from the analysis, government and private sector involvement is very important. Also, there is a need to involve the local communities because the success of developing sustainable tourism in Nigeria lies in the participation of the communities and residents of a destination. The study therefore suggests that sustainable tourism can be achieved in Nigeria if all concerned are integrated and these include the government, entrepreneurs, host community and tourists.

A wider implication, yet linked to the issues already discussed above is that policies and strategies learned and adopted from other countries that have successfully developed their tourism sector must be adapted to the socio-political and economic situation in Nigeria. Valuable lessons can be learnt from developed countries on approaches taken to develop sustainable tourism.

8.5 Conceptual Framework from Outcome of Findings for Sustainable Tourism Development in Nigeria

In view of the implications of the research findings above, a conceptual framework on the way forward for tourism development in Nigeria was developed and suggested from the outcome of the study. The framework was based on the findings from the qualitative and the quantitative investigations carried out which revealed the setbacks of the Nigerian tourism sector.

Tourism is growing globally and becoming more sophisticated with quality and more satisfying experiences being sought by the tourists. Therefore, a sustainable planning approach which offers guidance on creating attractive and thriving destinations is needed in Nigeria. The suggested framework will therefore serve as guidance in order for sustainable tourism to thrive in Nigeria.

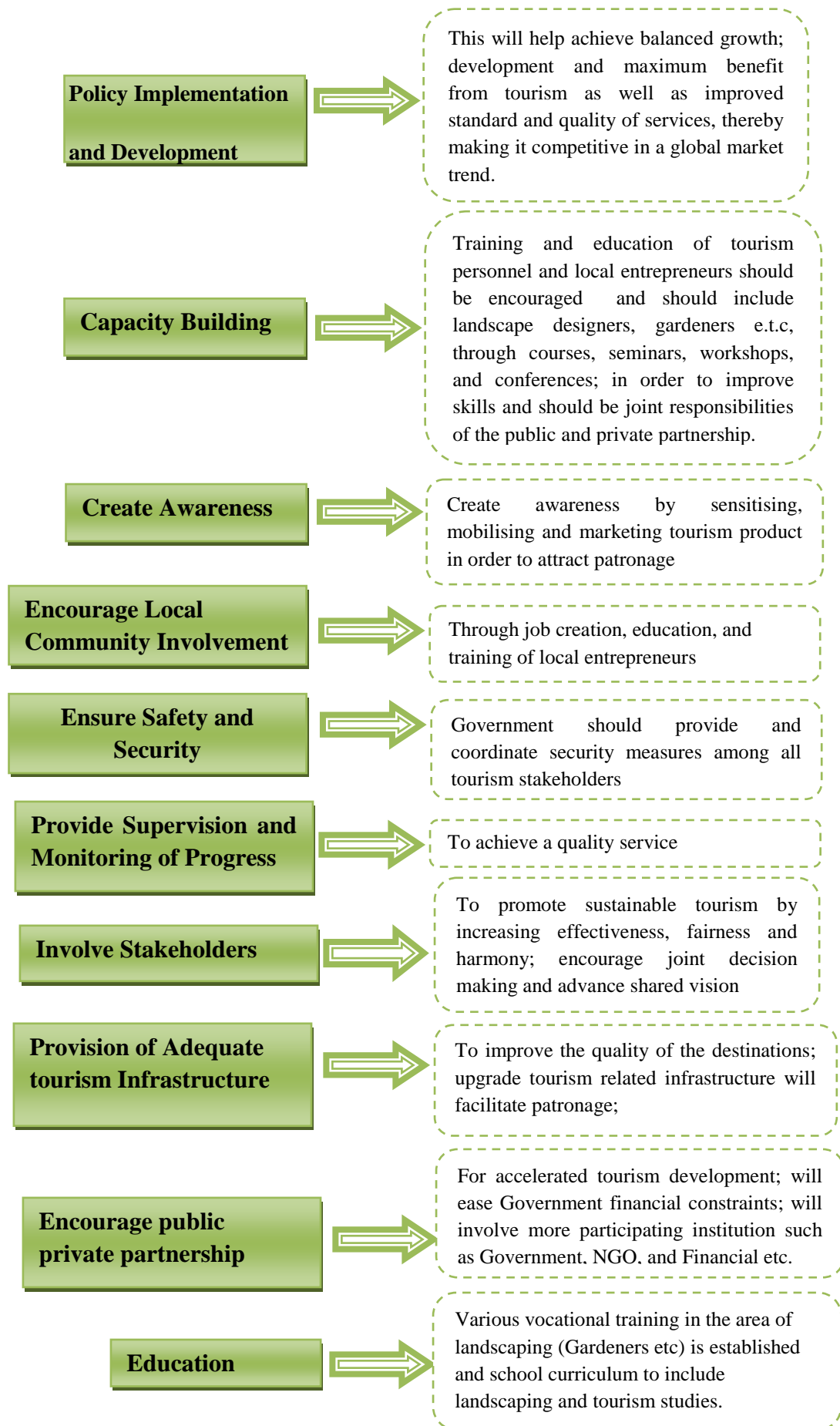
The suggested roles to be performed are presented in Figure 8.1. The study suggests that with this framework, there is likely to be an integrated, continuous and interactive participation among all the stakeholders in the Nigerian tourism sector.

The roles as presented in Figure 8.1 are the main issues that need to be addressed as revealed from the study. For the framework to be effective and to avoid a top-down approach, the research suggests that there should be active participation and interaction between the National and State governments; the State and the Local Government on the one hand and National and Local Government on the other as shown in Figure 8.1. Furthermore, integrating a top down and bottom up planning is necessary. This can be achieved by involving the host communities in the planning and decision making process in order to gain optimum support, co-operation and participation.

In carrying out tourism activities, “the consumer is brought to the product rather than the product being delivered to the consumer in his or her own community” (ICLEI, 1999). This means that tourism involves hosting the consumer at the tourist destination or local community whose product may be natural, cultural, or man-made attractions. Thus, high quality environment is vital to attract tourists as well as investments to an area as earlier revealed from the literature which in turn provides economic opportunities. Hence, the study suggests that this should start from the destinations and should involve tourism professionals to ensure good designs and environmental enhancement.

Therefore, for the local community or destinations to attract tourists, it has to be appealing and saleable to them through the provision of landscape and recreational amenities. As such, the responsibility of discovering, identifying and influencing the development of the diverse tourist potentials in each local government rest on the local government authorities in addition to other responsibilities as shown in Figure 8.1.

Figure 8.1: Conceptual Framework from Outcome of Findings



8.6 Summary

This chapter discussed the key findings from the research investigation and the implications. The findings further gave the researcher an insight into developing a framework towards achieving sustainable tourism in Nigeria. The researcher also discovered that tourism cannot thrive in Nigeria if the host communities are not integrated in the planning process. Likewise, an interest needs to be created in landscaping and tourism through education, training, awareness, capacity building at the National, State and Local levels. This can be achieved through workshops, conferences, symposia, and the use of professionals in the field as well as the involvement of the private sector. The next chapter provides the summary of the chapters, appraisal of the objectives, future research and the conclusion.

Chapter Nine

Overall Conclusion



9. CHAPTER 9: OVERALL CONCLUSION

9.1 Introduction

The main focus of this study was to investigate the use of landscaping elements as a means of enhancing, transforming and developing sustainable tourism in Nigeria. Within this aim were the needs to identify the potential role of landscaping in sustainable tourism development as well as the possibility of achieving economic diversification through the tourism sector. These aims have been variously substantiated empirically in the study. Contributions of the research are also identified and finally suggestions for future research and the research recommendations are presented.

In order to achieve the aim stated above, six objectives were formulated at the onset of this study. The research was carried out using the stated objectives as guides thereby providing a framework in carrying out the research in order to meet the research aim

The first objective of this study was to investigate the potential role of landscaping in sustainable tourism development. This was investigated through a critical review of literature and the researcher's visit to tourist sites in Chapter three. In addition, data was collected using the open and close ended questionnaire in addition to structured and unstructured interviews.

Furthermore, the role of landscaping in sustainable tourism was developed through multiple regressions in Chapter six. From the investigations carried out, a great percentage of respondents supported the need for landscaping to be incorporated in tourism development in Nigeria in order to encourage tourism activities across the various tourist attractions.

In Chapter three, the researcher's visit to selected tourist attractions revealed that proper and adequate landscaping hardly exists in locations, hence tourists are not encouraged. It further gave an insight that if government improves on the various attractions through landscaping, tourists would be encouraged to visit and therefore the aim of this study to determine the potential role of landscaping in sustainable tourism development in Nigeria is clearly presented. Thus the objective was successfully achieved.

The second objective which was to investigate the possibility of achieving economic diversification through tourism in Nigeria was fulfilled. This was carried out by gaining insight from other countries that have successfully diversified their economies through tourism, which is detailed in Chapters two and three. Also, through field survey, interview, and the multiple regression analysis the benefits to Nigeria from diversifying its economy through tourism were also clearly stated.

Presently in Nigeria much attention is paid to crude oil exportation for the generation of the much needed foreign exchange with little regard given to other sectors of the economy such as tourism which is a huge potential source of revenue. The study shows that tourism has huge economic potentials, especially with the heterogeneous attractions scattered across all the states of Nigeria. The research has shown that if the government and private sector partners cooperate with one another, as well as focus, then the economy of Nigeria will be greatly boosted. This strategy, if implemented will definitely lead to the creation of more jobs, revenue enhancement and development. These focal points will eventually serve as growth poles that can immensely benefit the nation.

The third objective was “to investigate the current state of tourism and tourism infrastructure in Nigeria” and this was achieved through critically reviewing the relevant literature in the area of tourism infrastructure and site visits analysed in Chapter three. Furthermore, investigations were also carried out through interview and field survey on the current state of tourism infrastructure in Nigeria. Investigation revealed the poor state of tourism infrastructure at the attractions visited, which has contributed to the low patronage of these attractions. Also revealed was the need to identify landscape elements as tourism infrastructure. Tourism cannot thrive well without putting the required tourism infrastructure in place. Infrastructure such as good roads, electricity, water supply, landscape elements and effective telecommunications all play a vital role in sustainable tourism. The investigation carried out shows that the response of the government to tourism is responsible for the dilapidated state of infrastructure at many tourist attractions; many remain in poor state and require maintenance. The government at all levels needs to give attention to tourism infrastructure if tourism is to serve as an additional revenue generator for Nigeria.

In achieving the fourth objective, “to investigate whether landscaping can promote local and international interest in tourism in Nigeria” review of relevant literatures in Chapters two and three revealed that good aesthetics attract tourists to destinations globally. This also emerged from the field work and the interviews carried out that enhancing the Nigerian tourist attractions

will attract tourists. Many of the existing tourist attractions neither encourage local or international tourists' visits due to their unattractive conditions. The observed outcome of the investigations show that if properly conceived, planned and implemented where the tourists attractions are located will promote both the local and international patronage of tourist sites.

The government apart from focusing on improving the physical aesthetics through landscaping should also be involved in attracting local and international tourists through adequate publicity, education and enlightenment of the existing ones.

The fifth objective was “to determine the factors likely to lead to effective and sustainable tourism development in Nigeria”. This was achieved by investigating the various factors in this research. The outcome from the exercise shows that landscaping is one major factor that needs to be critically looked into by the government aside adequate funding. The general impression is that landscaping is expensive and may not be imperative in tourism development. However, investigation has shown that landscaping is not expensive as many earlier thought and should therefore be a major factor in tourism development.

The sixth objective was “to develop and recommend a framework by which Nigeria can develop sustainable tourism through landscaping?”. This objective was fruitfully achieved from the results of the interview and field survey which drew attention to the several impediments to tourism development in Nigeria. This gave rise to the framework suggested in Chapter Eight to guide sustainable tourism development in Nigeria.

The study revealed that the six research objectives have been fully realised in relation to the research as they collectively provide a guide for accomplishing the stated research aims.

9.2 Outcomes of Research

The research has shown that there is a relationship between landscaping and sustainable tourism, it revealed that tourism will increase if landscape elements are used to enhance tourist attractions.

It further revealed that sustainable tourism can have significant influence on the Nigerian economy and will serve as an avenue for economic diversification.

The research also shows that implementing better landscaping in the tourist attractions will have a positive effect on tourists' visits.

The research revealed the various setbacks of sustainable tourism development in Nigeria and suggested a framework by which sustainable tourism can be developed or achieved in Nigeria.

The research also identified that landscape elements can be referred to as tourism infrastructure.

The research also revealed that apart from landscaping, funding is an important factor needed for tourism development.

Two models were developed to show the role landscaping and diversification of the economy would play if given a focus.

Another issue revealed from this research is that contrary to the belief that landscaping is expensive, the study has shown that landscaping is not expensive and if used will enhance tourist attractions and increase patronage locally and internationally.




An important issue revealed is the importance of host communities in tourism planning and decision making processes to avoid top down policies and that sustainable tourism cannot be imposed from the top downwards.

The study has emphasized the awareness of landscaping in tourism development, on the one hand and on the other the role it plays in the beautification of the physical environment.





9.3 Policy Recommendations

Based on the results from the research, a number of recommendations are presented in order to achieve sustainable tourism development in Nigeria. These are organised as follows:




A. Essential pre-conditions

-  Eradicate corruption
-  Ensure safety and security
-  Review and establish robust Nigerian tourism policies



B. Development of tourism facilities

-  Revisit and implement tourism policies
-  Capacity building- training landscape and gardening professionals and craftsmen
-  Raise adequate funding, and involve private finance
-  Provide adequate general and landscaping infrastructure

C. Promotion of tourism

-  Market internally to develop the domestic market
-  Market externally to develop the international market
-  Involve host communities

D. Maintenance

-  Maintain and enhance general infrastructure
-  Maintain and enhance landscaping infrastructure

9.4 Contribution to Knowledge

This study aimed at investigating the use of landscaping elements as means of developing and enhancing tourism in Nigeria; with a view of identifying the potential role of landscaping, sustainable tourism development and the possibility of achieving economic diversification through tourism in Nigeria; and offers a significant contribution to knowledge in the area of the research at academic and non academic levels.

Academically, it has revealed the role landscaping would play in tourism development and economic diversification. At the practical level, given the cooperation of the Nigerian government, it will contribute positively to the life of individuals and the economy generally.

Another contribution of this study is being able to identify landscape elements as tourism infrastructure and its usefulness in enhancing aesthetically not only the tourist attractions but also the environment generally, in order to attract visitors positively and improve the quality of life.

The study also offered an insight into the researcher's definition of landscape which is a significant contribution to literature.

Achieving sustainable tourism development is complicated and therefore not an easy venture. It requires the collaboration and participation of all stakeholders. As such, the framework proposed will serve as guide into tourism development in Nigeria academically and practically.

The setbacks identified from this study serves as useful information in addressing issues militating against tourism development in Nigeria. As such, is added contribution to knowledge academically and the Nigerian government.

The findings from this study also present valuable understanding of the Nigerian tourism sector and therefore will impact positively on knowledge academically and practically.

9.5 Lessons Learnt from Study

Having carried out this study and made significant contribution to knowledge as stated above; the researcher has also learnt several lessons in the course of carrying out this research. These are listed below:

- ✚ The researcher developed skills in the use of the SPSS and NVivo8 software for carrying out data analysis used in this study. In addition, skills in the area of research methodology.
- ✚ Triangulation of data from literature, interview and field survey analysis, which gave an in-depth understanding of the research focus, was an added skill to the researcher.
- ✚ Conducting interviews and site visits gave the researcher an opportunity to meet some decision makers in the tourism industry and be acquainted with the true state of the Nigerian tourism industry. In addition, it gave the researcher an opportunity to experience some of the challenges being faced by tourists.

9.6 Suggestions for Future Research

This research is believed to be the first attempt to help promote sustainable tourism in Nigeria through landscaping. As such there is the need for future researchers to explore further work in this area. More research such as listed below are therefore suggested.

- ✚ Attempts should be made to test the effectiveness of the proposed conceptual framework and its impact on the National, State and Local government in the tourism sector.
- ✚ Investigate and determine whether public-private partnership will be a catalyst for sustainable tourism in Nigeria.
- ✚ Future research might be carried out to examine more fully and take inventory of landscaping elements in all the tourism attractions in Nigeria, identifying the missing elements and proposing a comprehensive list as well as application of landscape element which can serve as a yardstick for other attractions.
- ✚ Develop a guideline through which tourism can be developed through landscaping.

As stated previously, in Chapter one, the research is believed to be the only research work related to the aesthetics qualities of the Nigerian tourists' attractions using landscaping elements. Prior to this research there have been calls for diversification into tourism. However, none has dealt in the area of landscaping as an avenue through which tourism can be diversified in terms of beautifying the attractions using landscape elements.

The research has therefore been able to identify that landscape elements can be used to beautify tourist attractions in Nigeria to improve people's interests in tourism activities, thereby adding to the quality of life.

The underdevelopment of the Nigerian tourist attractions emerged from this study and the need for the development for economic diversification. In view of this, the study has provided an insight into the state of the Nigerian tourist attractions and the need for the enhancement through landscape elements.

Various setbacks were identified and a framework suggested on the way forward for sustainable tourism development. Results from the analysis carried out in this research have shown that if the government makes appreciable efforts towards landscaping and tourism is developed, positive results would emanate from the effects on tourism activities. As such, the findings from the research would be of great benefit to the Nigerian government, the tourism sectors and researchers in general. At the same time raise awareness and understanding of the Nigerian tourism sector.

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Appendix



APPENDIX

APPENDIX A

To whom it may concern

I am a PhD student in the Developing World Built Environment Research Unit of the Leicester School of Architecture, De Montfort University- United Kingdom. My research focuses on developing a framework that can be used to **'Enhance and develop sustainable tourism through landscaping in Nigeria'**.

It is in this regard that I seek your assistance in completing the attached questionnaire designed to collect first hand information on tourism in Nigeria. While I urge you to complete this questionnaire, it is important to stress that participation is voluntary and all information given will be treated with confidentiality.

The questionnaire should take about 20 minutes of your time to complete.

I sincerely appreciate your participation and look forward to receiving a duly completed questionnaire.

Dorcas Ayeni

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PARTICIPANT'S CONSENT FORM

Please tick

Below to confirm

1	I fully understand the research project which has been explained to me and for which I have agreed to participate	
2	I also understand that my participation is voluntary and that I can withdraw at anytime without giving any reason and this will not affect me now or in future	
3	I understand that all my details and contribution will remain strictly confidential	
4	I understand that I am free to contact the researcher for any further clarification about the research should the need arise	

I fully understand the above and willingly consent to participate in the study.

.....

Participant's Signature

.....

Date

Doctoral Research Instrument on 'Enhancing and Developing Sustainable Tourism Through Landscaping in Nigeria'



by

Dorcas Ayeni

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February 2010

RESEARCH QUESTIONNAIRE

SECTION A

Please tick ☐ as appropriate

Part 1: Awareness and availability of tourist attractions in Nigeria

1. Are you aware of the availability of the numerous tourists' attractions in Nigeria?

1) Yes ☐ 2) No ☐

2. How often do you visit any of the tourist attractions?

4) Very often ☐ 3) Often ☐ 2) Seldom ☐ 1) Never ☐

3. At what time of the year do you normally visit the tourists' attractions?

4) Weekend ☐ 3) Holiday ☐ 2) Festive period ☐ 1) Excursions ☐

4. Why do you visit tourist's attractions in Nigeria?

4) Education ☐ 3) Recreation ☐ 2) Health ☐ 1) Curiosity ☐

Part 2: Assessing the current state of tourism in Nigeria

Express your opinion by ticking the appropriate in the table below

		Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
5.	Nigeria has great tourist potentials				
6.	The environment is very important to attracting visitors to tourist destinations				
7.	Nigeria's tourist potentials are yet to be fully developed and harnessed				
8.	Tourism is adequately promoted in Nigeria				

Part 3: Evaluation of tourism infrastructure in Nigeria

9. How would you rate tourism infrastructure in Nigeria?

4) Very good ☐ 3) good ☐ 2) poor ☐ 1) Very poor ☐

10. Do you consider tourism infrastructure adequate for tourism development in Nigeria?

4) Very adequate ☐ 3) adequate ☐ 2) fairly adequate ☐ 1) Not adequate ☐

11. Do you agree that infrastructure can enhance tourism development?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

12. Who should lead tourism infrastructure development?

3) Government ☐ 2) private sector ☐ 1) Government and Private sector ☐

Part 4: Achieving economic diversification through tourism

13. Do you agree that tourism has huge economic potential?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

14. If well exploited, tourism can generate huge income and employment opportunities

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

15. For tourism to be economically viable, it must receive huge investments

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

16. Do you agree that tourism can be a huge source of internally generated revenue?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

Part 5: Awareness, understanding & availability of landscaping in Nigerian tourists attractions

17. How important is natural and human-made landscaping to tourism development?

4) Very important ☐ 3) important ☐ 2) fairly important ☐ 1) Not important ☐

18. To what extent has landscape elements been used in the tourist attractions you have visited in Nigeria if applicable?

4) Very well used ☐ 3) well used ☐ 2) fairly used ☐ 1) Not used ☐

19. Do you agree there is need for landscaping in the tourists attractions?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

20. Will implementing better landscaping encourage you to visit tourists' attractions more often?

1) Yes ☐ 2) No ☐

The table below show some landscape design elements, please tick as appropriate the elements available in the tourists attractions visited

	Very much Available (4)	Available (3)	Not Available (2)	Never visited (1)
21. Flowers & Shrubs, Lawn				
22. Trees				
23. Rocks, hills				
24. Street furniture, Sculpture, lighting				
25. Walkways,				
26. Pools, ponds, fountains				

Part 6: The need to promote local and international interest in tourism through landscaping

27. Do you agree that landscaping is a form of tourism infrastructure?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

28. Landscaping can change attitude to tourism

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

29. Do you agree there will be more tourists demand on the attractions if landscaping is introduced?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

30. Landscaping will enhance tourism attractions and attract local and foreign tourists to destinations in Nigeria

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

Part 7: Role of landscaping in sustainable tourism development

31. Do you agree that landscaping can facilitate sustainable tourism development?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

32. Do you agree that a good landscape will enhance wellbeing?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

33. Do you agree that landscaping do enhance the quality of the physical environment?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

34. Do you agree that there is aesthetic value in designed landscapes?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

35. Do you agree that poor physical environments in Nigeria are due to lack of designed landscapes?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

Part 8: The likely impact of landscaping on the quality of life through tourism

36. Do you agree that Landscaping can change the attitude of people towards holidaying?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

37. Lack of good landscaping explains the negative attitude to tourism in Nigeria

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

38. Landscaping is a key element towards the emerging tourism market

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

39. Landscaping can present various investments opportunities in the tourism industry

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

Part 9: Landscape as a form of tourism infrastructure

40. Do you agree that landscaping is a form of tourism infrastructure?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

41. Landscaping can be used to promote tourists' attractions

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ Strongly Disagree ☐

42. Landscaping will facilitate the fast development of the tourism industry

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

43. Apart from landscaping, do you also consider accommodation as necessary infrastructure for tourism development?

4) Very Necessary ☐ 3) Necessary ☐ 2) fairly Necessary ☐ 1) not Necessary ☐

44. Do you also consider catering as necessary infrastructure for tourism development?

4) Very Necessary ☐ 3) Necessary ☐ 2) fairly Necessary ☐ 1) not Necessary ☐

45. Do you consider transportation as necessary infrastructure for tourism development?

4) Very Necessary ☐ 3) Necessary ☐ 2) fairly Necessary ☐ 1) not Necessary ☐

46. Do you consider electricity as necessary infrastructure for tourism development?

4) Very Necessary ☐ 3) Necessary ☐ 2) fairly Necessary ☐ 1) not Necessary ☐

47. Water supply is also a necessary infrastructure for tourism development?

4) Very Necessary ☐ 3) Necessary ☐ 2) fairly Necessary ☐ 1) not Necessary ☐

48. Landscape infrastructure is one of the main infrastructural developments required in the tourism industry.

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

Part 10: Achieving sustainable tourism through landscaping

'Sustainable tourism being tourism which is developed and maintained in an area in such a manner that it remains viable over an indefinite period and does not degrade the environment in which it exists'.

49. Sustainable tourism can be achieved through landscaping

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

50. Do you consider necessary the need to develop tourism and its infrastructure in Nigeria?

4) Very necessary ☐ 3) necessary ☐ 2) fairly necessary ☐ 1) not necessary ☐

51. Do you agree that implementing landscaping in the tourist attractions could lead to sustainable tourism?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

Part 11: Stakeholders involvement in sustainable tourism development in Nigeria

52. Stakeholders (all tiers of government, host communities, tourism industry-travel agents, hoteliers, restaurants, etc and tourists) must participate to develop the tourism industry in Nigeria to avoid top-down policies and implementation strategies.

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

53. Stakeholders should invest more in landscaping and improving the general environment for a faster development of tourism in Nigeria.

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

54. Enlightening & educating the host communities on the importance of tourism to them and Nigeria is a positive step towards sustainable tourism?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

Part 12: Factors likely to lead to effective & Sustainable tourism development in Nigeria

55. Funding is a major factor in tourism development?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

56. Landscaping is expensive and should not be considered in tourism development

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

57. In implementing Sustainable tourism, effective policy and implementation strategy can speed its development?

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

Part 13: The need for guidelines and implementation of policies in promoting tourism

58. Control of the tourism industry by government will enhance and encourage its development

1) Yes ☐ 2) No ☐

59. Guidelines for landscaping will help tourism industry in Nigeria.

4) Strongly agree ☐ 3) Agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

60. What can you say of government's presence in tourists' attractions in Nigeria?

4) Very much in control ☐ 3) in control ☐ 2) fairly in control ☐ 1) not in control ☐

Part 14: Respondent's general information

61. Gender

1) Male ☐ 2) Female ☐

62. Age

4) 20s ☐ 3) 30s ☐ 2) 40s ☐ 1) 50s & above ☐

63. Occupation: – I am

4) Unemployed ☐ 3) Self-Employed ☐ 2) a Government employee ☐ 1) a Private sector employee ☐

64. Level of education

4) Tertiary ☐ 3) Secondary ☐ 2) Primary ☐ 1) none ☐

65. Marital status

3) Married ☐ 2) Single ☐ 1) Widowed ☐

66. Level of income

3) Between N1 – N100, 000 ☐ 2) Between N100, 000 - N500, 000 ☐ 1) above N500, 000 ☐**SECTION B**

67. Please name the tourist attractions you have visited

S/N	Location	Purpose of Visit
1		
2		
3		
4		
5		

68. If you never visited any tourist attractions in Nigeria, please briefly state why-----

69. In your own view why do you think tourism infrastructure is important to tourism development?-----

70. Can you suggest ways in which landscaping can be used to improve tourism in Nigeria-----

71. Give your opinion on stakeholders' involvement in sustainable tourism development in Nigeria-----

72. Suggests other factors you think can aid sustainable tourism development in Nigeria-----

73. Please give your own opinion on general guidelines and policy implementation on tourism in Nigeria-----

75. Any other views or opinion you wish to express?

Thank you

APPENDIX B

Definition and Description of Variables

Variable Name	Code	Variable Description	Variable Calibration	Value	Value Range	Variable Type
Section 1 : Awareness and availability of tourist attractions in Nigeria						
V1	AWARE	Awareness of tourists attractions in Nigeria	1) Yes 2) No	1 2	1-2	Nominal
V2	FREQV	Frequency of visit	4)Very often 3) Often 2) Seldom 1) Never	4 3 2 1	1-4	Ordinal
V3	TIMEV	Time of visits	4) Weekend 3) Holiday 2)Festive period 1)Excursions	4 3 2 1	1-4	Nominal
V4	REASONV	Reasons for visiting	4)Education 3)Recreation 2) Health 1) Curiosity	4 3 2 1	1-4	Nominal
Section 2: Assessing the current state of tourism in Nigeria						
V5	TOPOTEN	Tourism potentials in Nigeria	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V6	ENVTODES	Environment and tourist destination	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V7	DEVTOPOT	Development of the Nigerian tourism potential	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V8	ADPROTO	Adequate promotion of tourism in Nigeria	4)Strongly Agree 3) Agree 2)Disagree	4 3 2 1	1-4	Interval

1)Strongly Disagree					
Section 3 : Evaluation of tourism infrastructure in Nigeria					
V9	TOINFRA	Tourism infrastructure in Nigeria	4) Very good 3) good 2) poor 1) Very poor	4 3 2 1	1-4 Ordinal
V10	ADTOINFRA	Adequacy of tourism infrastructure	4) Very adequate 3) adequate 2)fairly adequate 1) Not adequate	4 3 2 1	1-4 Ordinal
V11	INFRATODE	Infrastructure and tourism development	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4 Interval
V12	LETOINFR	Leading tourism infrastructure in Nigeria	3)Government 2) private sector 1) Government and Private sector	3 2 1	1-3 Nominal
Section 4 : Achieving economic diversification through tourism					
V13	ECOPOTO	Economic potentials of tourism	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4 Interval
V14	OPTODEV	Opportunities in tourism development	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4 Interval
V15	VTODEV	Viability of tourism development	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4 Interval
V16	TOIGR	Tourism as a source of IGR	4)Strongly Agree 3) Agree 2)Disagree	4 3 2 1	1-4 Interval

1)Strongly Disagree						
Section 5 : Awareness, understanding & availability of landscaping in Nigeria tourists attractions						
V17	IMLATODE	Importance of landscaping to tourism development	4) Very important 3) important 2) fairly important 1) Not important	4 3 2 1	1-4	Ordinal
V18	USELANDS	The use of landscape elements in tourist attraction	4) Very well used 3) well used 2) fairly used 1) Not used	4 3 2 1	1-4	Ordinal
V19	NELANDS	The need for landscaping in tourist attraction	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V20	ENCTOV	Encouraging tourists visits through landscaping	1) Yes 2) No	1 2	1-2	Nominal
V21	LANDSELE	Flower, Shrubs & lawn as available landscape elements	4)Very much Available 3) Available 2) Not Available 1) Never visited	4 3 2 1	1-4	Ordinal
V22	TREES	Trees as available landscape elements	4)Very much Available 3) Available 2) Not Available 1) Never visited	4 3 2 1	1-4	Ordinal
V23	ROCKHILL	Rocks & hills as available landscape elements	4)Very much Available 3) Available 2) Not Available 1) Never visited	4 3 2 1	1-4	Ordinal
V24	STRTFURN	Street furniture, Sculpture, lighting as available landscape elements	4)Very much Available 3) Available 2) Not Available 1) Never visited	4 3 2 1	1-4	Ordinal
V25	WALKWAY	Walkways as	4)Very much	4	1-4	

		available landscape elements	Available 3) Available 2) Not Available 1) Never visited	3 2 1		Ordinal
V26	POOLFOUN	Pools, Ponds,& fountain a available landscape elements	4)Very much Available 3) Available 2) Not Available 1) Never visited	4 3 2 1	1-4	Ordinal
Section 6 : The need to promote local and international interest in tourism through landscaping						
V27	LANDFTO	Landscaping as a form of tourism infrastructure	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V28	CHLANDS	Changing attitude through landscaping	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V29	ITAD	Impact of tourist attraction on tourism demand	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V30	ATLOFOTO	Attracting local & foreign tourists through landscaping	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
Section 7 : Role of landscaping in sustainable tourism development						
V31	LANDSTO	Landscaping and sustainable tourism development	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V32	ENWELL	Enhancing well- being through landscaping	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval

V33	LANDPHY	Landscaping and the physical environment	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V34	AESVALUE	Aesthetic value in design landscape	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V35	PHYDEV	Physical development and landscape	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
Section 8 : The likely impact of landscaping on the quality of life through tourism						
V36	LANDSHOL	Landscaping and attitude of holidaying	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V37	LANDNEGA	Landscaping as a negative attitude to tourism	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V38	LANDKEY	Landscaping as a key element towards tourism market	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V39	LANDINVE	Landscaping as an investment opportunity in tourism industry	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
Section 9 : Landscape as a form of tourism infrastructure						
V40	LANDINFR	Landscaping as tourism infrastructure	4)Strongly Agree 3) Agree 2)Disagree	4 3 2 1	1-4	Interval

			1)Strongly Disagree			
V41	PROMOT	Promoting tourists attraction through landscaping	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V42	LANDDEV	Landscaping and development of tourism industry	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V43	RELACCOM	Relevance of accommodation to tourism development	4) Very Necessary 3) Necessary 2) fairly Necessary 1) not Necessary	4 3 2 1	1-4	Ordinal
V44	RELCATER	Relevance of catering to tourism development	4) Very Necessary 3) Necessary 2) fairly Necessary 1) not Necessary	4 3 2 1	1-4	Ordinal
V45	RTTD	Relevance of transportation to tourism development	4) Very Necessary 3) Necessary 2) fairly Necessary 1) not Necessary	4 3 2 1	1-4	Ordinal
V46	RELELECT	Relevance of electricity to tourism development	4) Very Necessary 3) Necessary 2) fairly Necessary 1) not Necessary	4 3 2 1	1-4	Ordinal
V47	RELWATER	Relevance of water supply to tourism development	4) Very Necessary 3) Necessary 2) fairly Necessary 1) not	4 3 2 1	1-4	Ordinal

			Necessary			
V48	LANDREQ	Landscaping as a required infrastructure in tourism development	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
Section 10 : Achieving Sustainable tourism through landscaping						
V49	STOLAND	Sustainable tourism through landscaping	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V50	DEVINFRA	Developing tourism infrastructure in Nigeria	4) Very Necessary 3) Necessary 2) fairly Necessary 1) not Necessary	4 3 2 1	1-4	Ordinal
V51	IMPLAND	Implementing landscaping in tourists attractions	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
Section11 : Stakeholders involvement in sustainable tourism development in Nigeria						
V52	NEEDSTAK	The need for stakeholders participation in sustainable tourism	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V53	STAKHOLD	Stakeholders investment in landscaping	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V54	ENLIGHT	Enlightenment and educating of host community	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
Section12 : Factors likely to lead to effective and sustainable tourism development						
V55	FUND	Funding as	4)Strongly	4		

		factor of tourism development	Agree 3) Agree 2)Disagree 1)Strongly Disagree	3 2 1	1-4	Interval
V56	CONSLAND	Consideration of landscaping in tourism development	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V57	POLICY	Policy and implementation strategy in sustainable tourism development	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
Section 13 : The need for guidelines and implementation of policies in promoting tourism						
V58	GOVTINPU	Government's input to encourage tourism development	1) Yes 2) No	1 2	1-2	Nominal
V59	GUIDETO	Guidelines for tourism development in Nigeria	4)Strongly Agree 3) Agree 2)Disagree 1)Strongly Disagree	4 3 2 1	1-4	Interval
V60	PREGOVT	Presence of government in tourism attractions	4) Very much in control 3) in control 2) fairly in control 1) not in control	4 3 2 1	1-4	Ordinal
Section 14 : Respondents general information						
V61	GENDER	Gender	1) Male 2) Female	1 2	1-2	Nominal
V62	AGE	Age	4) 20s 3) 30s 2) 40s 1) 50s & above	4 3 2 1	1-4	Interval
V63	OCCUP	Occupation	4)Unemployed 3)Self-Employed 2) a Government employee 1	4 3 2 1	1-4	Nominal

			1) a Private sector employee			
V64	LEVEDU	Level of education	4) Tertiary	4	1-4	Ordinal
			3) Secondary	3		
			2) Primary	2		
			1) none	1		
V65	MARITALST	Marital status	3) Married	3	1-3	Nominal
			2) Single	2		
			1) Widowed	1		
V66	LEVINC	Level of income	3) Between N1 – N100, 000	3 2	1-3	Interval
			2) Between N100, 000 - N500, 000	1		
			1) above N500, 000			

APPENDIX C

To whom it may concern

Research Interview Schedule

I am a PhD student in the Developing World Built Environment Research Unit of the Leicester School of Architecture, De Montfort University- United Kingdom. My research focuses on developing a framework that can be used to **'Enhance and develop sustainable tourism through landscaping in Nigeria'**.

It is in this regard that I seek your assistance in conducting this interview to collect first hand information on tourism in Nigeria. While I would very much like you to participate, it is important to stress that participation is voluntary and all information given will be treated with confidentiality.

The interview is expected to last for about 30 minutes.

Thank you for your sincere response and cooperation.

Dorcas Ayeni

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PARTICIPANT CONSENT FORM

Please tick

Below to confirm

1	I fully understand the research project which has been explained to me and for which I have agreed to participate	
2	I also understand that my participation is voluntary and that I can withdraw at anytime without giving any reason and this will not affect me now or in future	
3	I understand that all my details and contribution will remain strictly confidential	
4	I understand that I am free to contact the researcher for any further clarification about the research should the need arise	

I fully understand the above and willingly consent to participate in the study.

.....

Participant's Signature

.....

Date

Research Interview

Section A Structured interview

1. Are you aware of the numerous tourist attractions spread across all states in Nigeria?

1) Yes ☐ 2) No ☐

2. How would you rate the patronage of the tourists' attractions?

4) Very good ☐ 3) good ☐ 2) poor ☐ 1) Very poor ☐

3. Do you consider the tourism infrastructure adequate?

4) Very adequate ☐ 3) adequate ☐ 2) Not adequate ☐ 1) Not very adequate ☐

4. Do you agree that if well developed, Nigeria can diversify its economy through tourism?

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

5. Do you agree that landscaping is an important aspect of tourism development?

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

6. Do you agree that local & international tourist would patronise if well landscaped

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

7. Do you agree that landscaping can contribute to sustainable tourism development?

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

8. Do you agree that landscaping the tourist attractions would impact positively on people's quality of life?

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

9. Do you agree that landscape will enhance fast development of the Nigerian tourism industry?

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

10. Do you agree that implementing landscaping in the tourists attractions could lead to sustainable tourism in Nigeria.

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

11. Do you agree that all stakeholders be involved in sustainable tourism development?

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

12. Do you agree that landscaping is one factor that can lead to sustainable tourism?

4) Strongly agree ☐ 3) agree ☐ 2) Disagree ☐ 1) Strongly Disagree ☐

13. Do you support the need for the development of guidelines to help the tourism industry in Nigeria?

4) Strongly support ☐ 3) support ☐ 2) fairly support ☐ 1) do not support ☐

14. Gender

1) Male ☐ 2) Female ☐

15. Age

4) 20s ☐ 3) 30s ☐ 2) 40s ☐ 1) 50s & above ☐

16. Occupation

4) Unemployed ☐ 3) Student ☐ 2) Government employee ☐ 1) Private sector ☐

17. Level of education

4) Tertiary ☐ 3) Secondary ☐ 2) Primary ☐ 1) none ☐

18. Level of income

3) Between N1 – N100, 000 ☐ 2) Between N100, 000 - N500, 000 ☐ 1) above N500, 000 ☐

19. Marital status

3) Married ☐ 2) Single ☐ 1) Widowed ☐

'Sustainable tourism being tourism which is developed and maintained in an area in such a manner that it remains viable over an indefinite period and does not degrade the environment in which it exists'.

Section B - Unstructured Interview

1. From literature, it was discovered that efforts have been made severally at developing the Nigerian tourism, dating as far back as 1959 when, a committee was set up to advice on tourism development; in 1990, tourism policy was developed; in 2005, tourism master plan was produced, can you comment briefly about these policies and their implementation.

2. Why do you think tourism activities are non - existent in most of the tourist attractions despite government's efforts at promoting tourism?
3. Do you think government is doing enough to diversify the Nigerian economy through tourism?
4. Do you think lack of collaboration between all stakeholders in the tourism industry is affecting sustainable tourism development?
5. How about the lack of knowledge on tourism or skills among the staff and especially the host communities? Do you think this can also aid sustainable tourism if improved?
6. How would you rate the infrastructural facilities at the tourist attractions? Are they adequate?
7. Are you satisfied with the present state of tourist attractions? If not, what improvement needs to be done on these sites?
8. Do you think the environment of the tourist destinations is an aspect that needs to be considered for sustainable tourism to thrive in Nigeria?
9. What would you say about beautifying the attractions through landscaping?
10. Would you agree that beautification of the tourist sites by improving on the general landscape would increase patronage and eventually, lead to sustainable tourism?
11. Would you support the fact that landscaping can add to the quality of life of the people
12. Apart from beautifying the tourist environment, what else do you think can lead to sustaining tourism?
13. Do you agree that sustainable tourism through landscaping cannot be attained in Nigeria if there are no workable guidelines or policy formulation, whose main focus should involve all stakeholders at all levels?
14. Do you agree that blending landscaping would help people appreciate the natural and cultural environment of the attractions?
15. What are your expectations on sustainable tourism and the Nigerian environment generally in the near future?

16. Any other comments?

Thank you very much.

APPENDIX D

Correlations Matrix and Coefficients for the Role of Landscaping In Sustainable Tourism

Correlations								
		v31	v30	v32	v29	v28	v36	v59
Pearson Correlation	v31	1.000	.780	.723	.743	.700	.617	.323
	v30	.780	1.000	.716	.796	.704	.562	.365
	v32	.723	.716	1.000	.674	.673	.576	.366
	v29	.743	.796	.674	1.000	.757	.593	.378
	v28	.700	.704	.673	.757	1.000	.581	.351
	v36	.617	.562	.576	.593	.581	1.000	.370
	v59	.323	.365	.366	.378	.351	.370	1.000

Coefficients ^a													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
5	(Constant)	.210	.077		2.727	.007	.059	.361					
	v30	.338	.036	.341	9.365	.000	.267	.409	.780	.326	.187	.301	3.323
	v32	.210	.031	.215	6.879	.000	.150	.270	.723	.245	.137	.409	2.448
	v36	.131	.024	.142	5.376	.000	.083	.179	.617	.194	.107	.573	1.746
	v29	.157	.038	.156	4.139	.000	.082	.231	.743	.151	.083	.280	3.574
	v28	.117	.034	.116	3.485	.001	.051	.183	.700	.127	.070	.362	2.765
a. Dependent Variable: v31 - Do you agree that landscaping can facilitate sustainable tourism development?													

APPENDIX D2

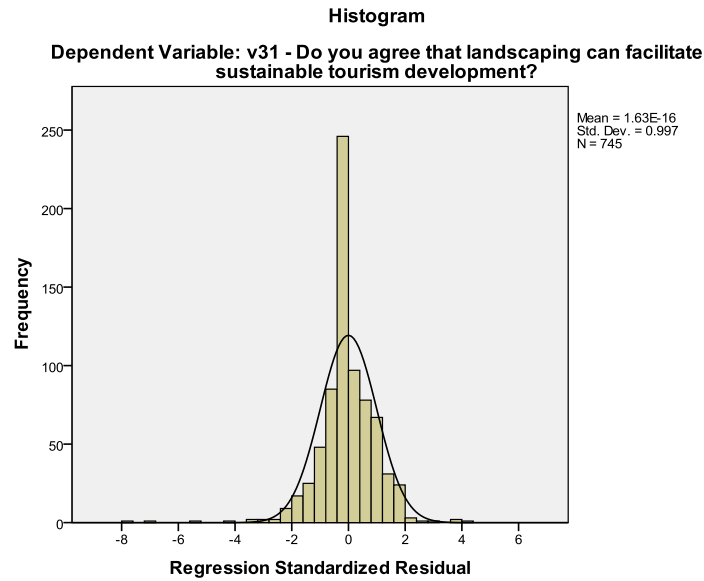
Correlations Matrix and Coefficients for Diversification of Economy

Correlations						
		v13	v14	v16	v11	v44
Pearson Correlation	v13	1.000	.731	.654	.582	.427
	v14	.731	1.000	.729	.588	.430
	v16	.654	.729	1.000	.574	.421
	v11	.582	.588	.574	1.000	.380
	v44	.427	.430	.421	.380	1.000

Coefficients ^a													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
4	(Constant)	.174	.103		1.681	.093	-.029	.377					
	v14	.490	.039	.457	12.567	.000	.413	.567	.731	.419	.295	.416	2.401
	v11	.180	.031	.175	5.787	.000	.119	.241	.582	.208	.136	.598	1.671
	v16	.198	.038	.184	5.137	.000	.122	.273	.654	.186	.120	.429	2.332
	v44	.070	.021	.087	3.268	.001	.028	.112	.427	.119	.077	.776	1.289
a. Dependent Variable: v13 - Do you agree that tourism has huge economic potential?													

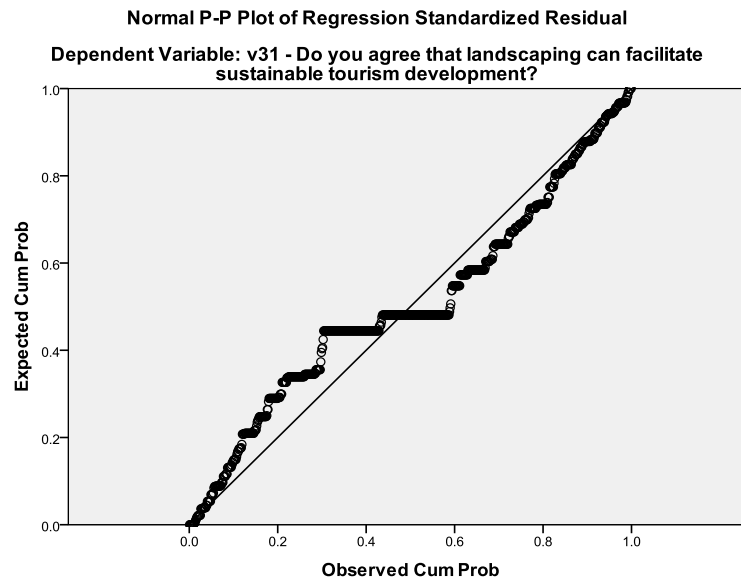
APPENDIX E

Histogram showing Normal Distribution for Role of Sustainable Landscape



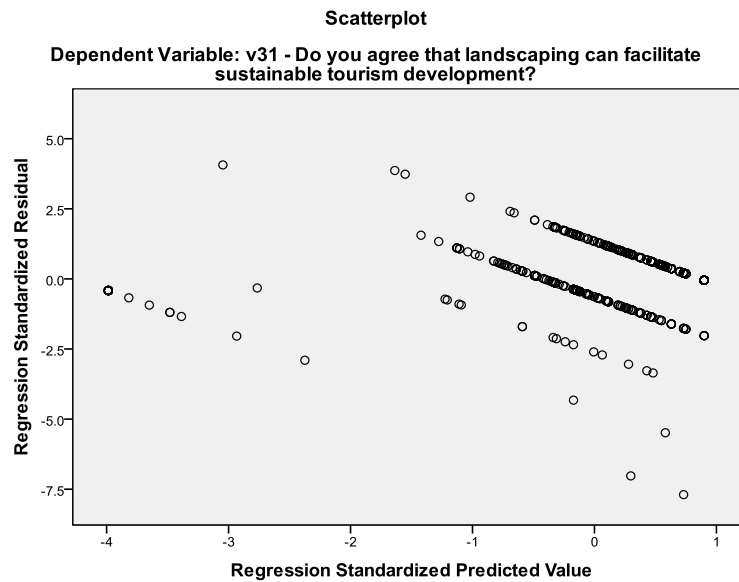
APPENDIX F

Normal P-P Plot for Role of Sustainable Landscape



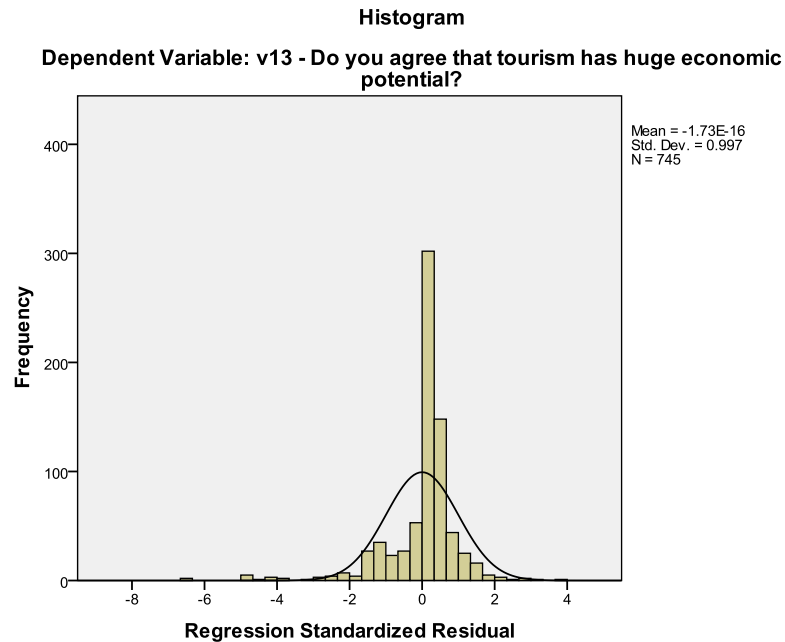
APPENDIX G

Scatter Plot for Role of Sustainable Landscape



APPENDIX H

Histogram showing Normal Distribution for Economic Diversification

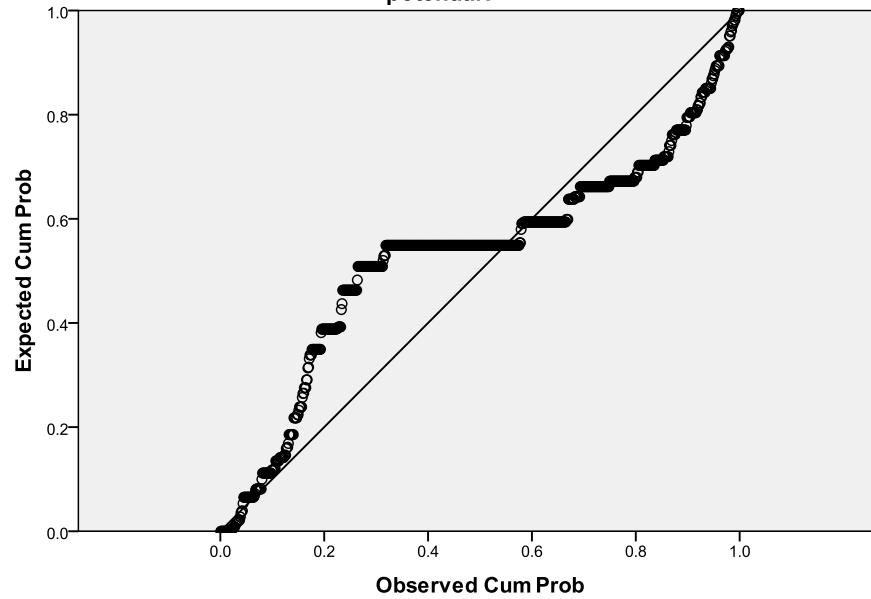


APPENDIX I

Normal P-P Plot for Economic Diversification

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: v13 - Do you agree that tourism has huge economic potential?

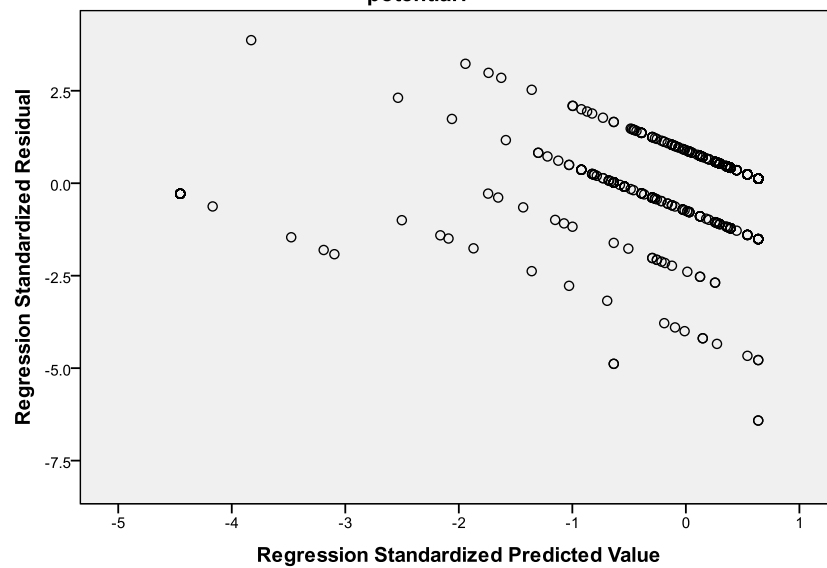


APPENDIX J

Scatter Plot for Economic Diversification

Scatterplot

Dependent Variable: v13 - Do you agree that tourism has huge economic potential?



Publications



LIST OF PUBLICATIONS

1. D.A. Ayeni (2011) Identifying Landscape Elements as Tourism Infrastructure: the Case of Nigeria. Proceedings of the 3rd International Postgraduate Conference on Infrastructure and Environment, Faculty of Construction and Land use, The Hong Kong Polytechnic University. Page 621-628. ISBN 978-988-17311-7-3.
2. Dorcas Ayeni, O.J. Ebohon and Taki, A.H (2011) the Likely effect of Sustainable Landscape on the Quality of Life through Tourism *In: Laryea, S.,Leiringer,R and Hughes, W. (Eds) Procs West Africa Built Environment Research (WABER) Conference* 19-21 July, 2011, Accra, Ghana. Page 907-918. ISBN 978-0-9566060-1-3.
3. Ayeni, Dorcas .A. (2011) Evaluation of Tourism Infrastructure in Nigeria: The Need for Adequate Provision for Sustainable Tourism Development. Fifth International Conference on Built Environment in Developing Countries (ICBEDC 2011), School of Housing Building and Planning, Universiti Sains Malaysia, 11800USM, Penang, Malaysia. 6th-7th Dec, 2011
4. Ayeni, D. A., Olotuah, A.O., Ebohon, O.J., Taki, A. H.(2009) Promoting Sustainable Tourism through Landscape Architecture in Developing Countries: Case Study of Nigeria. 9TH International Postgraduate Research Conference (IPGRC 2009). University of Salford, A greater Manchester University. 29-30 January 2009. ISBN 978-1-905732-64-7
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6. Ayeni, Dorcas. A. (2009) Sustainable Planning of Urban Centres in Developing Countries: The Case of Nigeria. Third International Conference on Built Environment in Developing Countries (ICBEDC 2009), School of Housing Building and Planning, Universiti Sains Malaysia, 11800USM, Penang, Malaysia. 2ND-3RD Dec, 2009. ISBN: 978-983-3986-606

7. Ebohon, O.J, Ayeni, D. A, Taki, A. H. (2009) The Need To Explore Sustainable Tourism For Developmental Growth In Nigeria. Fourth International Conference for Postgraduate Researchers of the Built and natural Environment (PRoBE), 2009, Glasgow Caledonia University, Glasgow, Scotland. 19-20 November 2009. ISBN: 978-190-5866-410



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THE LIKELY EFFECT OF SUSTAINABLE LANDSCAPE ON THE QUALITY OF LIFE THROUGH TOURISM: FOCUS ON NIGERIA

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Increase in leisure time, improved rising standard of living and concerns for healthy life style has geared people into taking part in tourism activities and landscape, play a very important role in the choice of the tourist destination. The desire of every tourist is to enjoy beautiful landscapes either natural or human-made which come in a variety of forms. A well landscaped attraction with nature, wildlife, water and other elements help people enjoy the environment, fresh air, engage in physical exercise, reduce anxiety and feel relaxed thereby adding to the quality of life. This paper sheds light on the need for proper development of tourist potentials in Nigeria through landscaping in order to improve on the quality of life of its people and tourists in general. It reviews literature in landscaping and examines the role it plays on the quality of life. It also analysed data collected from field survey in Nigeria using the descriptive summary measures and concludes that landscaping has the potential to contribute to the human wellbeing if considered, and should feature in the development of the Nigerian tourists' attractions.

Keywords: landscaping, Nigeria, quality of life, sustainability, tourism.

INTRODUCTION

Tourism is becoming one of the main focus for economic revitalization globally and especially in developing countries where attention is being directed, to serve as avenue for economic diversification. It benefits not only the country as a whole as noted by Bankole and Odularu (2006), but also local areas in tourist destinations. Tourism also affords the opportunities for diversity of landscapes. In view of this, Abraham, Sommerhalder and Abel (2010) argued that landscapes have the potential to promote mental wellbeing, physical wellbeing and social wellbeing; as such tourism presents an avenue for leisure activities which eventually improves well-being and quality of life.

As noted by Jim and Chen (2009), people are willing to pay a premium for attractive environment. Similarly, VanDerZanden and Cook (2010) argued that aesthetic appearance is the criterion by which most people judge a landscape, in addition, there is a premium on neat and tidy looking landscapes; hence the need for the Nigerian tourism industry to enhance tourists' attractions through landscaping to maximise the benefits from tourism. The environment is an important asset to tourism development, for this reason, Inskeep (1987) noted that tourism and the environment are interrelated

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Ayeni, D.A., Ebohon, O.J. and Taki, A.H. (2011) The likely effect of sustainable landscape on the quality of life through tourism: focus on Nigeria. In: Laryea, S., Leiringer, R. and Hughes, W. (Eds) *Procs West Africa Built Environment Research (WABER) Conference*, 19-21 July 2011, Accra, Ghana, 907-918.

locations where it takes place and coordinated such that its activities does not destroy nature. Nohl (2009), consider that sustainability can only be achieved if economy, ecology and culture processes take place without destroying natural resources and at the same time provide employment and welcome generally opportunities towards effective social development (Tzanopoulos et al, 2011).

Tourism is a tool which can aid development as well as enhance the quality of life of visitors and the host community. As such, if poorly planned as noted by AMSET (2007), it can be a destroyer to the special quality which is so central to sustainable development. The reason why tourists visit attractions is due to the attractiveness of the tourism product. These tourism products includes common goods such as the quality of the landscape, wildlife, historic and cultural attributes of the area as well as leisure and recreation facilities used by both tourists and local residents (Supplementary Planning Guidance, 2004). On the other hand, Liu, Ko and Ko (2011) defines attraction as things to see, activities to do and experiences to be remembered. Therefore, tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities and services. Furthermore, it offers residents' opportunities to meet interesting people, make friendships, learn about the world and expose themselves to new perspectives (Kreag, 2001). It can therefore be argued that the overall level of wellbeing and fulfilment that people enjoy from a combination of their social, economic and community environment help improve their physical and material conditions (Morais and Camanho, 2011).

Landscape refers to the combination of natural and cultural, physical and symbolic elements and features on land that is the product of interaction between natural and human activity (Supplementary Planning Guidance, 2004). Furthermore, it is increasingly seen as a valued resource both in terms of its contribution to quality of life, tourism and leisure industry (Supplementary Planning Guidance, 2004), in this regard; more sustainable approaches are needed for planning and managing landscapes worldwide (Leitao and Ahern, 2002) and should support those ecological processes required for the landscape to deliver biodiversity services for the present and future generations (Opdam, Steingrover and Rooij, 2006). Enhancing the environment will leave a legacy for the future generations. As stated by the Scottish Natural Heritage (2003), the quality of the environment is important for functional, aesthetics, scientific and economic reasons; ensuring that the environment remain useful; that is, there is tranquillity and recreational opportunities, important places are safe guarded for study as well as support jobs and at the same time act as key resource for tourism.

Dejean-pons and Chaboisseau (2000) noted that landscape is an important part of the quality of life for people everywhere and a key element of individual and social wellbeing. Emphasizing on the meaning of quality of life, Pacione (2003) argued that it is not necessarily a simple function of material wealth but refers either to the conditions of the environment in which people live or the same attribute of people themselves. Thus giving the definition of landscape as earlier defined, landscape is more than a view as argued by CPRE (2010), its character make an area unique and directly affects the quality of life; Its features are important influences on visitor experiences (white, 2006).

As noted by Nohl (2011), an improvement of landscape aesthetics will have much to do with sustainable development of landscapes, thus, sustainability is an all embracing principle for developing and managing nature and resources. Ling and Dale (2011)

argued that, interaction with nature is as vital for community as is social intercourse; without landscape and cultural diversity, both ecological and human systems will stagnate and eventually collapse or fail. Creating and managing sustainable landscapes as highlighted by Dodson (2010) encourages people to spend more time outside and exercise as well as families spending more time playing together in safe public parks. Furthermore, trees help insulate and shade buildings. In addition, Landscaping elements help provide relief from heat, Creates community cohesion and encourage friendliness.

In the works of Selman (2008); Backhaus (2008) and Gailing (2005), five dimensions were reflected in the debate of Sustainable landscape and summarized as environmental sustainability having sufficient size and quantity and maintaining healthy and viable population; economic sustainability expressed as the maintenance of attractive scenery to support tourism and recreation; social sustainability addressing the participation and inclusivity of decision making and access; political sustainability reflecting the effective governance structure for both private and public domain; and aesthetic sustainability, addressing visual amenity and healthy functioning of underlying system. Thus landscape play important role of visual appeal and are the results of the interaction of people with their environment, therefore it should be developed in a sustainable way.

Sustainable landscape is landscape which contributes to human wellbeing, protects and enhances the ecosystem (flora and fauna) by constantly maintaining and improving on what currently exists, thereby giving the future a better place to live. This can be achieved as stated by Boussetot, Badetscher and Roll (2005) by using the various principles and techniques of landscaping which includes having attractive environment that is in balance with the local climate and requires minimum inputs of fertilizer, pesticides and water. In addition, it should be functional, cost effective, visually pleasing, environmentally friendly and of appropriate design.

SUSTAINABLE LANDSCAPE AND THE QUALITY OF LIFE

Landscape as noted by Selman (2006) provides an avenue in which the balance of economic, environmental and society commonly described in sustainable development may be pursued. In tourism, environmental quality can act as a major attraction or an impediment (Jafari, 2003); furthermore, a tourism facility or destination which strives to build and maintain an attractive, functional and secure environment of high quality can anticipate increase in patronage. Thus a well planned tourist destination will not only improve the individual life but also will increase patronage; as stated by Shah, Kale and Patki (2002), a well planned and maintained gardens develops man's aesthetic awareness and help people to ponder the values of life. Similarly, Andereck and Jurovski (2006) said quality tourism experiences depend on a receptive host population and an attractive natural environment.

Similarly, Buchanan (2000) averred that, a well designed landscape will enhance the quality of life; also, Thompson et al (2007) stated that the quality of the landscape in which we lead our lives makes a difference to the quality of the lived experience. As such quality of life refers to the degree of well-being felt by an individual or group of people and relates to both physical (health, diet, pain and diseases) and psychological (worry, stress and pleasure) aspects of life. It is also defined by Felce and Perry (1999) as the satisfaction of an individual's values, goals and needs through the actualisation of their abilities or life style. In the words of Benson and Roe (2007), quality of life is used to define a broadest of indicators that describe the environment,

opportunities and services available to those living in a given area and has significant overlap with environment quality, people's day to day lives in an attractive and accessible landscape. It can therefore be said to be an individual's wellbeing and personal satisfaction.

Indeed, it can be argued that knowing the needs of people and putting them into consideration at the design stage of the urban environment is very important; as this would allow the creation of attractive and accessible environment that may enhance their experience and quality of life. Landscaping the environment where man lives contribute to the health and well-being of the individual, this is particularly true in places where there is the availability of open parks with various landscape elements and the opportunity of visiting such places and also around the garden within the home environment. Finding time out of the busy schedule will help release or reduce stress and help the individual keep fit and at alert.

A direct contact with nature and planting around the garden and the environment with a pleasing landscape design help people to relax, also, having to watch nature of different variety and colour also give a regenerative effect. Further arguing on the effects nature has on the quality of life, Thompson et al (2007) stated that access to green space and nature is a key contributor to quality of life and patterns of healthy living; in addition, various forms of contact with nature are known to produce restorative benefits, as such there is the need to understand what qualities of landscape are relevant for different people's health, wellbeing and quality of life. A Well landscaped set up with nature, wildlife, water and other elements help people enjoy attractive surrounding, fresh air, and physical exercise, reduce anxiety and feel relaxed. Other forms of benefits include psychological-stress reduction, physiological-physical health. As noted by SEEDA(2005) research shows that nature, open spaces and countryside, bring health benefit such as lowering blood pressure significantly; similarly, Morris (2003) stated that visual contact with nature was beneficial to the emotional, psychological health of a city dweller and has a restorative effect on the individual.

Furthermore there are five keys as summarised from the works of Morris (2003) to which exposure to natural environment is beneficial to human health are as listed below

- a. "Enhancing personal and social communication skills" Recreating in landscape garden help encourage social interaction, meeting people and help foster a more socially beneficial society.
- b. "Increases physical health". Walking and outdoor sports improves people physical health and mental well-being.
- c. "Enhances mental and spiritual health" Exercise can help improve psychological and spiritual health, carrying this out in a natural and well landscaped environment, and increased life-span, greater well-being and increased ability to function better at work and home. The aesthetics of natural and green landscapes can have an important impact upon mental health.
- d. "Enhances spiritual, sensory and aesthetics awareness" Outdoor recreation helps to free the mind; listening to water running in the pond or fountain, the wind rustling in

the trees, smell from the damp soil and heat of the sun, encourage natural relaxation and bring a feeling of physical and mental well-being

e. "Ability to assert personal control and increased sensitivity to one's own well-being" Elderly people allow physical activity to become a memory rather than a regular exercise. Participating in regular outdoor physical activities can contribute significantly to quality of life.

Similarly, Ulrich (1979) stressed that individuals feel significantly better after exposure to nature scenes. Also Klett 2004 stated that landscaping that includes trees, shrubs, lawns, gardens and flowers improve our quality of life. It enhances and helps the environment by cleaning the air, controlling erosion and providing shelter to wildlife. In addition to nature is the man made elements which also contribute to the quality of life through visually pleasing environment.

Human beings require context with each other and social interactions, one way in which this can be achieved is by Mixing with people in an open and well landscaped environment; this often help in the physical well-being of the individual. As argued by Fitz and LaGory (2008), social ties promote and encourage good health practices by providing health assistance in various form, Furthermore, landscape is one external factor that helps to decide people's preference of where to live or work. Similarly, Skarback (2007) states that, a substantial recreational and landscape development has become a decisive factor in people's choice of where to live and work. Sustainable planning is very important when it comes to the quality of life and living, it does not only help phase out stress as mentioned but also gives a better quality of life and provide attractive environments where people want to live in.

Summarily, it can be said that the benefits and well-being through landscaping are innumerable and the impact on quality of life is overwhelming.

RESEARCH METHOD

This research combined literature review through the use of books, journal articles and internet websites as the secondary source of data collection and quantitative method using the questionnaire survey approach as the primary source of data collection. The literature review provided an overview of tourism, landscaping and the quality of life while the questionnaire survey was used to elicit information from respondents on the likely impact of landscaping on quality of life through tourism.

The quantitative approach was adopted in this research in order to gather enough evidence from a large sample size and ensures that results are statistically robust and can be generalised to all the tourism attractions in Nigeria. As emphasized by Nykiel, 2007; Vanderstoep and Johnston, 2009) results from quantitative approach are statistically reliable, and findings will more accurately reflect the overall population from which the sample was drawn.

Nigeria is divided into six recognised geo-political zones (Ikein et al, 2008), three from the north, that is, North east, Northwest and North central and three from the South made up of South south, Southwest and Southeast. Adopting the probability sampling technique, the simple random sampling which gave equal chance of being picked and free from sampling bias was used to select two zones , the North central made up of Kogi state and the Federal capital and the southwest made up of Ekiti and Ondo states. The tourists' attractions from these zones constitute heterogeneous tourist attractions from which a generalisation can be made. Furthermore, in order to achieve a widespread sample from the population, the stratified random sampling was also

people into making the choice of whether to visit a tourist attraction or not. Results obtained as revealed in Table 1, show that 46.6 percent agree that people's attitude to tourism will change towards holidaying if landscaping is used in the Nigerian tourist attractions. About 38.8 percent strongly agree to this notion, while 7.9 percent disagree, 1.1 percent strongly disagrees and 5.6 percent did not respond. This implies that a total of 85.40 percent are in support that landscaping will change people's attitude towards tourism and are likely to visit. The mean is 3.12 and the standard deviation is 1.002.

Table 1: Attitude towards holidaying

	Frequency	Percent	Valid Percent	Cumulative Percent
No response	42	5.6	5.6	5.6
Strongly disagree	8	1.1	1.1	6.7
Disagree	59	7.9	7.9	14.6
Agree	347	46.6	46.6	61.2
Strongly Agree	286	38.8	38.8	100.0
Total	745	100.0	100.0	

From the literature, aesthetics appearance is important and most people are willing to pay for good looking attractions. As such, respondents were asked if they agree or disagree to this. Table 2 reveals that lack of good landscaping affects people's attitude towards tourism. 44.6 percent agree that the lack of good landscaping explains their negative attitude towards tourism and 32.1 percent strongly agree. Also 16.5 disagree while 1.1 percent strongly disagrees and 5.8 percent did not respond, giving a total of 76.7 percent that are in support. The mean is 2.96 and standard deviation is 1.024

Table 2: lack of good Landscaping as Negative attitude to Tourism

	Frequency	Percent	Valid Percent	Cumulative Percent
No response	43	5.8	5.8	5.8
Strongly disagree	8	1.1	1.1	6.8
Disagree	123	16.5	16.5	23.4
Agree	332	44.6	44.6	67.9
Strongly Agree	239	32.1	32.1	100.0
Total	745	100.0	100.0	

Landscaping apart from being seen as contributing to the quality of life also help the tourism industry to thrive. In this regard, respondents were asked to rate their response on agree or disagree that landscaping is a key element to emerging tourism market. As revealed in Table 3, respondents' opinion show that 56.9 percent agree, 30.3 percent strongly agree implying a total of 87.2 percent. Also, 6.2 percent disagree, while .9 percent strongly disagrees and 5.6 percent did not respond. The mean is 3.05 and the standard deviation is .953.

Table 3: Landscaping is a key Element towards emerging Tourism Market

	Frequency	Percent	Valid Percent	Cumulative Percent
No response	42	5.6	5.6	5.6
Strongly disagree	7	.9	.9	6.6
Disagree	46	6.2	6.2	12.8
Agree	424	56.9	56.9	69.7
Strongly Agree	226	30.3	30.3	100.0
Total	745	100.0	100.0	

Tourism presents avenues for economic opportunities, as such landscaping may be seen as one avenue for job creation and investment prospect for the private sector as well. Respondents' opinion as shown in Table 4, reveal that 48.3 percent agree that landscaping can present various investment opportunities while 39.9 percent strongly agree giving a total of 88.2 percent. Also 5.2 percent disagree while 1.1 percent strongly disagrees and 5.5 percent did not respond. The mean is 3.16 and standard deviation is .982.

Table 4: Investment opportunities in Landscaping

	Frequency	Percent	Valid Percent	Cumulative Percent
No response	41	5.5	5.5	5.5
Strongly disagree	8	1.1	1.1	6.6
Disagree	39	5.2	5.2	11.8
Agree	360	48.3	48.3	60.1
Strongly Agree	296	39.9	39.9	100.0
Total	745	100.0	100.0	

From the findings above, the analysis revealed that there can be a transformation in the tourism industry as well as in the quality of life of the people if good landscaping is employed in many of the Nigerian tourist attractions. The environment as discussed earlier either encourages or discourages a tourist to an attraction. Furthermore, a direct contact with nature gives a regenerating effect. Thus the research revealed that Nigerians do not embark on holiday activities due to lack of landscaping in many of the tourist attractions.

The results show that creating a sustainable landscape by improving on the general aesthetics of the tourist environment will gear people into making out time and looking forward to holidays. Taking out time from daily routine for recreation as discussed earlier reduces stress thereby improving the health of the individual. The survey results reveal that many people are eager for the transformation of many of the existing tourist attractions through landscaping, improving these sites and keeping them sustainable both for now and for future generations will help enhance quality of life and also increase in patronage. Also is the fact that attractive environment improves the air around us, encourages exercises and improves the physical wellbeing.

It was also found out from the analysis that the lack of landscaping has contributed to the negative attitude towards tourism and has kept a lot of people away from tourism activities. Improving these attractions through landscaping and keeping it sustainable will help people discover the various health benefits which in turn will improve their quality of life. Also revealed is the fact that landscaping is the key element for the Nigerian tourism to thrive. It will foster relationships between people and communities at large and increase patronage. Landscaping will encourage the creation of jobs the local community and by extension improve quality of life.

CONCLUSION

Managing and planning the landscape sustainably in the Nigerian tourist attractions will improve the aesthetics, help people interact with one another, as well as contributing to the physical health of the individual. Sustainable landscape contributes to the human wellbeing as well as protecting, enhancing and maintaining the environment for the present and future generations. The study has elaborated on the need for the Nigerian tourism to improve on tourists attractions through landscaping in order to enhance the quality of life of the people. It revealed that if sustainable

landscape is embarked upon, the attitude of Nigerians towards domestic tourism will change positively.

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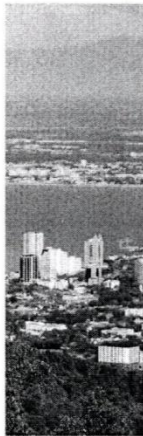
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EVALUATION OF TOURISM INFRASTRUCTURE IN NIGERIA: THE NEED FOR ADEQUATE PROVISION FOR SUSTAINABLE TOURISM DEVELOPMENT

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ABSTRACT: Tourism involves several activities and services whose success depends on the enhancement of the destinations through infrastructural planning. Infrastructure play a very significant role in tourism development through the provision and designs of tourism infrastructure such as hotels, Resorts, shops, Restaurants, parks, quality scenic view and aesthetics including a well planned environment. The appearance of a destination is an important aspect of tourism development which should not be ignored but unfortunately, in developing countries with reference to Nigeria, concerns are more on the immediate economic benefits than providing the necessary infrastructure. Many of the tourists' destinations lack the ambience found in developed tourism destinations; access to these sites is hazardous and difficult such that visits to them are not for the 'faint hearted'. This paper investigates tourism infrastructure in Nigeria and the need to integrate infrastructure in tourism planning in Nigeria. Based on the secondary and primary sources of data collection, the findings of this study indicate that tourism infrastructures in the Nigerian tourists' attractions are inadequate and needs both the government and private sectors attention. The study concludes that for tourism to be properly developed in Nigeria, infrastructure which together complements an attraction will not only improve the attractions but will at the same time make tourism investments economically viable and sustainable.

Keywords: Development, Infrastructure, Nigeria, Sustainable, Tourism

1. INTRODUCTION

Nigeria is located in the western sub region of Africa and occupies an area of approximately 913,768sq.Kms (Awaritefe, 2007). The population of Nigeria accounts for 47 percent of West Africa's population (World Bank, 2011) and shows a percentage of 251 increase within 50 years of the country's independence as shown in the chart on Figure 1.1 between 1960 which recorded a population of 45.2 million and 2011 with a population of 158.3 million (Trading Economics, 2011, OS-Connect, 2010). With this growth a commensurate development is expected; instead, as noted by Johnson (2011) many sectors of the economy have suffered undergrowth and failed including tourism.